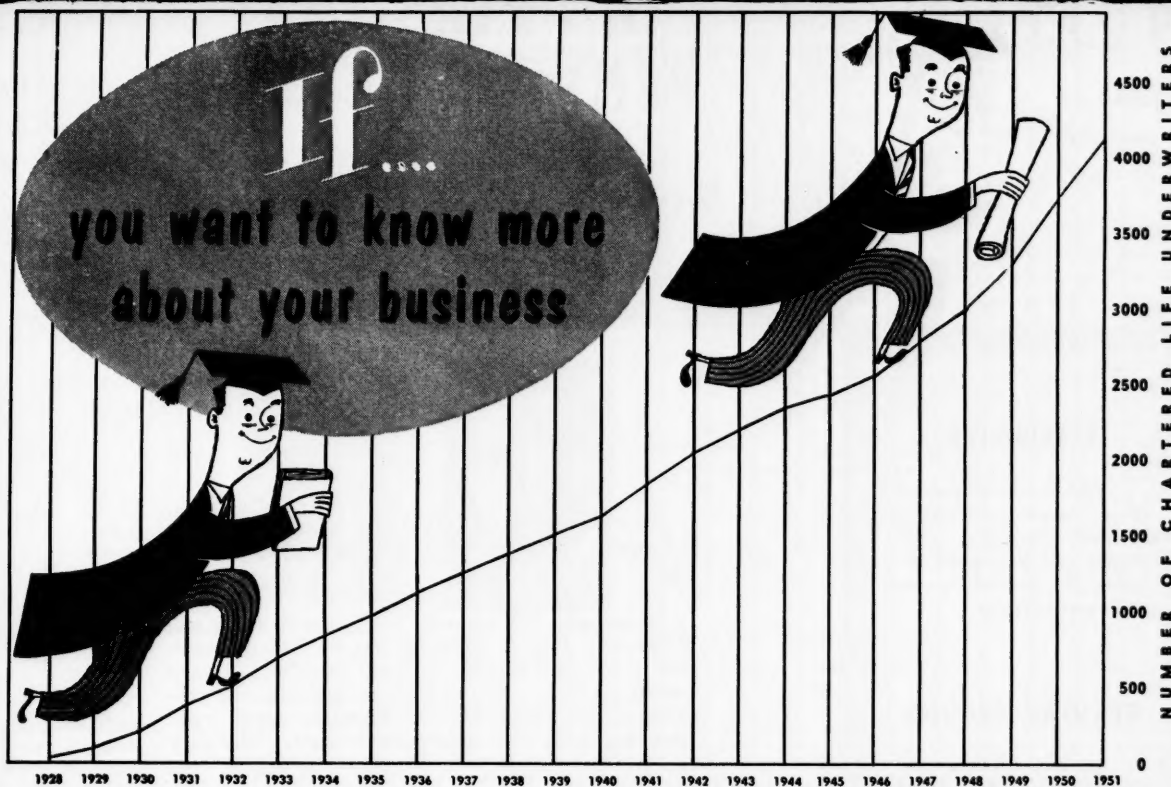


The NATIONAL UNDERWRITER

Life Insurance Edition



THE chart shows the total number of Chartered Life Underwriters, year by year, since the founding of the American College of Life Underwriters in 1927. Through opportunity offered by the College for the study of life insurance, sales psychology and the many related legal, economic, social and financial subjects, these men and women have built a background of professional knowledge of real value to them in their work.

Through 1951, 4129 individuals had earned the C.L.U. designation. Beyond these there were 5956 who had passed one or more of the five examinations. Last year there were 202 study groups, of which 111 were conducted under the sole or joint sponsorship of a college.

Connecticut Mutual is wholeheartedly behind the C.L.U. movement and offers every encouragement to its field men to take advantage of this educational opportunity.

It contributes to the C.L.U. Co-operative Fund.

It pays a good share of the cost of books and examination fees for its representatives.

It thoroughly believes in the C.L.U. movement. At the pres-

ent time there are 9 C.L.U.'s in the Home Office and 3 others who have passed one or more examinations.

It is proud of the participation by Connecticut Mutual people in C.L.U. affairs, many having held office in the American Society of Chartered Life Underwriters, both locally and nationally.

By taking advantage of the educational opportunities of C.L.U., a life underwriter not only helps himself, but also contributes to the further advancement of the prestige of the profession of life underwriting. Why don't you plan right now to secure information about the College and registration requirements? Ask your General Agent or Manager or write direct to Dr. David McCahan, C.L.U., Dean, American College of Life Underwriters, 3924 Walnut Street, Philadelphia, Pa., for the 1952-53 announcement booklet.



The Connecticut Mutual
LIFE INSURANCE COMPANY • Hartford

CONNECTICUT MUTUAL CHARTERED LIFE UNDERWRITERS

C. Durand Allen, Chicago
Irven M. Barker, St. Louis
Royden C. Berger, Home Office
Maxwell H. Bernstein, New York
Richard M. Boyd, Portland, Maine
William L. Camp, III, Home Office
Thomas R. Carey, Spokane
Vincent B. Coffin, Home Office
Florence A. Dimon, Utica
John E. Driscoll, Holyoke
Edward G. Edelstein, Chicago
James N. FitzGerald, Newark
Robert E. Florian, Chicago
Charles N. Fuller, Chicago
Nathan I. Gordon, Cleveland
Thomas E. Hand, Houston
Thomas W. Harrison, Jr., Baltimore
Irving I. Held, Jr., Richmond
Lewis I. Held, Richmond
G. Archie Helland, San Antonio
John V. Hovey, Denver

Carlton D. Huffington, Rockford
Timothy B. Ingwersen, Albuquerque
Gerald Isphording, Cincinnati
Edward C. Jahn, Newark
Ellis R. Jones, Chicago
Halsey D. Josephson, New York
William H. Joslin, Jr., Providence
Ingelov J. Kime, Washington
John C. Knipp, Jr., Baltimore
Guy M. Landes, Oklahoma City
Leonard L. Lenz, Columbus
Paul O. Lewis, Chicago
D. Conrad Little, Norfolk
Robert R. Lockwood, Jr., Tulsa
Ralph H. Love, Hartford
Frank J. Lynch, Minneapolis
Frederick O. Lyter, Home Office
Norris Maffett, Nashville
A. R. Mar'n, Decatur
Alan M. Mark, New York
John L. McElfresh, Washington

Wayne W. Meigs, Chicago
Robert C. Miller, Cincinnati
Vernon S. Mollenauer, Philadelphia
Charles Moore, Memphis
Stratford Lee Morton, St. Louis
Leonard J. Nemirovski, Chicago
Sidney Y. Newcomb, Los Angeles
Donald C. Newton, Syracuse
Barney Nuell, Los Angeles
Alex H. Pegues, Nashville
Nelson M. Pope, St. Louis
A. Van Pritchard, Memphis
Robert B. Proctor, Home Office
James F. Ramsey, Chicago
Robert U. Redpath, Jr., New York
Joseph J. H. Richter, Jr., Harrisburg
James L. Russell, Home Office
Vincent I. Ryde, Indianapolis
Erma Burch Sedgwick, Syracuse
Roscoe E. Seever, Oklahoma City
E. Dale Shepherd, Jr., Houston

Lloyd Silberberger, Dallas
George F. B. Smith, Home Office
Horace B. Smith, Home Office
Norvin E. Smith, Los Angeles
P. L. Bealy Smith, Atlanta
Tower C. Snow, Boston
Bayard V. Somes, Evansville
Charles R. Spiller, Los Angeles
Loren D. Stark, Houston
James L. Taylor, Oakland
Edward W. Thornton, Oklahoma City
Dean B. Tripp, Minneapolis
Kaye Tripp, Huntington
C. Theodore Trolin, New Haven
Clifford R. Walker, Home Office
Chester T. Wardwell, Peoria
Harry M. Watson, Knoxville
Frank H. Wenner, Utica
David B. Westwater, Columbus
Russell C. Whitney, Chicago
Bernard H. Zais, Burlington

(This list prepared before 1952 graduates had been announced.)

FRIDAY, AUGUST 29, 1952

HERE'S THE LATEST IN PERSONAL PENSION PLANS

It's Great-West's New "60-70" Retirement Income

FLEXIBILITY

... plan is fully paid-up at 65 ... income increases if deferred after 65 ... full income can be started between 60 and 64 by an additional payment.

REGULAR INCOME

... guaranteed 10 years and life or other optional settlement to suit your needs ... policyholder names the starting date when he wants the income.

PROTECTION

... plan provides substantial life insurance benefits during period of accumulation.

SPECIAL ADVANTAGES

... flexibility permits income to be "turned on" early if needed, or "deferred" for accumulation until really wanted and is most advantageous from a tax standpoint.

Can you set an arbitrary retirement date for yourself now? Will the normal retirement age of 65 suit you?

Many men will answer "No" to both those important questions, because the nature of their profession or occupation does not lend itself to arbitrary retirement dates. Many doctors, dentists, sole proprietors, key executives and others need more flexibility in their personal pension plans. Now they can get it.

Great-West's "60 - 70" Retirement Income plan provides freedom to retire any time between 60 and 70—whenever it best suits personal needs. There is no need to be bound by a retirement date set many years in advance. There is no need to be obligated to accept annuity income just because one has reached sixty-five, and with it additional tax liabilities. On the other hand, it should be possible to start retirement earlier, if one wants to.

"60 - 70" is the *newest* way to provide for personal retirement. It's a new concept of retirement planning conceived and introduced by The Great-West Life to fill an important life insurance need.

The
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA

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N. Y. Dep't Sends Out Uniform Allocation Questionnaire

**Deals with Classification;
Second Will Cover
Methods of Allocating**

NEW YORK—As part of achieving its program for uniform allocation of income and expenses for life companies, the New York department has sent out the first of two extensive questionnaires to companies doing business in New York.

This first questionnaire, though containing several hundred items, is relatively a simple matter to fill out. It lists every type of expense, except unimportant minor ones, and asks that the company indicate on which page, exhibit, and line number of the annual statement the item is included. For example, the item "salaries to employees" as respects the printing department might appear on the "printing and stationery" line of the disbursement page of one company and in the "home office personnel" line in another company.

Classification of Accounts

This first questionnaire though classification of accounts rather than allocation of income or expenditures. The questionnaire was prepared in collaboration with a subcommittee of the companies' committee that is working on revision of the expense limitation section. The subcommittee is headed by Malvin E. Davis, vice-president of Metropolitan Life.

The same group is also working with the department on the second questionnaire, which presents considerably more complex problems, since it deals with methods of allocation of expense in the company and the reasons behind the allocation that is employed in connection with the various allocated items.

Avoiding Undue Labor

A problem in connection with this questionnaire is to draft it so that it will produce the information the department wants without a prohibitive amount of work in filling it out and perhaps a volume and type of information that would be of little value to the department people and maybe impossible to appraise without an unreasonable amount of labor.

The New York department has indicated that it does not propose to insist on across-the-board uniformity if a company can show that its method of allocation is logically the best for its particular situation. For example, one company might allocate a certain item of expense in proportion to number of policies while some other company might consider that the same item should be allocated according to premium volume. If each could show that its method was the most equitable for its particular situation it would be permitted to follow it.

It is expected that the second questionnaire will be sent out around Oct. 1. The Davis subcommittee held a meeting this week and is scheduled to meet with department technicians again Sept. 3.

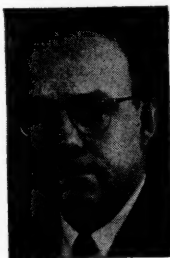
Department people emphasize the distinction between "uniform allocation"

Bradshaw to Head Provident Mutual at First of the Year

**Will Succeed Linton, Who
Becomes First Chairman;
Davis, Ashton to Retire**

Thomas A. Bradshaw, vice-president and general counsel of Provident Mutual Life, and a member of the board, will become president at the first of the year, succeeding M. Albert Linton, who will become the company's first chairman.

At the same time, Andrew J. Davis, senior vice-president, and Leonard C. Ashton, vice-president and secretary,



T. A. Bradshaw



M. A. Linton

will retire. Mr. Davis will continue as a member of the board.

Mr. Linton has been with the company since 1909. He became president in 1931. He has been especially prominent in the actuarial field and is a past president of Society of Actuaries. He is regarded as an expert on social security matters and has served on many committees and commissions seeking to put OASI benefits on a sounder basis.

Bradshaw with Company Since 1930

Mr. Bradshaw joined the legal staff in 1930. In 1942 he was appointed general counsel, succeeding Mr. Davis. He was named executive assistant in 1946, and vice-president and general counsel in 1949 when he was also appointed to the board. He is a graduate of University of Colorado law school, and director of the Philadelphia National Bank.

Mr. Davis joined the company in 1912, and became general solicitor in 1918. In 1923 he was appointed vice-president and general counsel. He has been senior vice-president and a member of the board since 1931. Mr. Ashton has been with the company since 1913. He was named secretary in 1918, and vice-president and secretary in 1929.

Bixby Honored with Record Kansas City Life Sales

Paid production for August for Kansas City Life totaled over \$3,447,497, a new company record for the month. The annual August drive honored President W. E. Bixby who marks his birthday that month. Production through August increased \$3,642,138 over the first eight months of last year. Written applications for the same period are up over 550.

and "uniform accounting," pointing out that the department has no desire to tell the companies how they should keep their books. As one department official said of the uniform allocation and classification concept, "This is how you interpret the results after completion of the accounting process."

Speakers for L.A.A. Montreal Meeting Are Listed

The program for the annual meeting of Life Insurance Advertisers Assn. is rapidly shaping up, with the speakers' list now about complete. The meeting is at Montreal, Sept. 29-Oct. 1.

The Monday morning session will begin with a talk by A. L. Cawthorne-Page, Metropolitan Life, on "The Challenge of Being L.A.A.'s President." George W. Bourke, president Sun Life of Canada, will then discuss "The Challenge Facing Top Management," and Donald B. Woodward, vice-president for research Mutual Life, will talk on "The Augurs and the Auspices." The luncheon speaker will be Brooke Claxton, Canadian minister of defense.

The afternoon session will be presided over by Frank L. Shoring, Columbian National. Charles A. Zimmerman, managing director L.I.A.M.A., will talk on "The Challenge of Convincing Today's Buyers." Other speakers at this session are Lotta Dempsey, editor Chatelaine Magazine, Toronto, on "Dames Is Different," and Willard C. Cousins, field supervisor A. & H. division Aetna Life, on "Accidentally Yours." The topic "Business Insurance" will be treated by a speaker not yet announced. The president's reception is scheduled for that evening.

Kenagy Panel Moderator

The Tuesday morning session, presided over by Charles R. Corcoran, Equitable Society, will feature a panel on "Fitting Selling Tools Used." H. G. Kenagy, vice-president Mutual Benefit Life, will be moderator, and members will be a group of L.A.A. and ex-L.A.A. men now engaged in agency building. A speaker is to be announced later for the subject "Challenge of Providing Today's Field Men With Effective Selling Tools."

William A. Neville, Great-West Life, will preside at the afternoon session, which is to be closed with the business meeting. Abram T. Collier, 2nd vice-president John Hancock Mutual Life, will speak on "Communicating the Ideal of a Creative Society," and Arnold H. Johnson, vice-president in charge of research J. Walter Thompson Co., New York City, on "The Challenge in Changing Media Trends." The education committee will conduct a discussion on "The Challenge of Training Tomorrow's Life Advertiser." Exhibit awards will be made, with Robert A. Cooper, North American Life, in charge. Canadian Life Insurance Officers Assn. will be host at a reception that evening.

James P. Ferguson, London Life, and Morgan S. Crockford, Excelsior Life, general chairman of the meeting, will preside at Wednesday's sessions. New York Life will show its new color public relations film "From Every Mountain Side," following which Marion Harper, Jr., president of McCann-Erickson, New York City, will talk on "The Challenge of Creative Thinking," and Robert E. MacNeal, president Curtis Publishing Co., Philadelphia, will consider "The Challenge of the Future." A. Gordon Nairn, director of agencies for Canada, Prudential, and Mr. Crockford will speak at the closing luncheon.

To School Agents in A. & H.

Bankers Life of Iowa is planning to enter the individual A. & H. field shortly. President E. M. McConney last week announced to the managers and agents that the field force will be schooled effectively in A. & H. insurance before the company starts writing it.

J. W. Smither Is Slated as National C.L.U. President

**To Elect Sept. 10 at
Atlantic City, Name
Page to on Deck Post**

James W. Smither, Jr., of the Smither & Sons general agency of Union Central Life at New Orleans, has been nominated for president of American Society of C.L.U. Mr. Smither, slated to be elected at the society's annual meeting at Atlantic City, Sept. 10, will succeed Carl M. Spero, New York City independent.

Other nominees are Gerald W. Page, general agent Provident Mutual Life, Los Angeles, 1st vice-president; Frank Cooper, Southwestern Life, Fort Worth, Tex., 2nd vice-president, and George Neitlich, manager Metropolitan, Everett, Mass., secretary. Frederick W. Floyd, manager Life of Virginia, Philadelphia, has been nominated for reelection as treasurer.

Named as regional vice-presidents after serving three-year terms as directors are Harry Krueger, general agent Northwestern Mutual, New York City, district A; Eugene C. DeVol, associate general agent National Life of Vermont, Philadelphia, district B; Loren D. Stark, independent, Houston, district C; Fitzhugh Traylor, manager Equitable Society, Indianapolis, district D, and William G. Preston, manager Northwestern National Life, Great Falls, Mont., district E.

Board Nominees Listed

Candidates for directors are Clayton T. Knox, Mutual Life, Buffalo, for the New England, New York and New Jersey district; William B. Hoyer, general agent John Hancock, Columbus, O., for the middle eastern district; Pendleton A. Miller, Kansas general agent New England Mutual Life, Topeka, middle western district; John R. Barnes, New York Life, Salt Lake City, western district, and William H. Andrews, Jr., manager home office agency of Jefferson Standard Life, Greensboro, N. C., and Desasursure D. Edmunds, manager Equitable Society, Birmingham, Ala., both for the southern district. Mr. Edmunds is filling an unexpired term and is slated to serve for two years. All others are three-year terms.

Holdover directors are Ernest H. Perkins, general agent Provident Mutual, Albany; Richard W. Angert, general agent Lincoln National Life, Cincinnati; Harry R. Schultz, Mutual Life, Chicago, and George N. Quigley, Jr., manager of Manufacturers Life at Los Angeles.

Smither's Background

Mr. Smither is a member of a prominent New Orleans insurance family. His father, J. W. Smither, Sr., has been general agent for Union Central Life there for many years. There also is a brother, Charles Smither, associated with the

(CONTINUED ON PAGE 13)



J. W. Smither, Jr.

R. E. Imig Joins Old Line Life As Agency V.-P.

Richard E. Imig has been named agency vice-president of Old Line Life, a newly created position. Paul A. Parker will continue as agency director of Old Line.



R. E. Imig

In the business for 25 years, Mr. Imig about a year ago resigned as director of association development of National Assn. of Life Underwriters because of business and personal reasons occasioned by the illness of his father. He had resigned as a trustee of N.A.L.U. in 1949 to become acting executive vice-president. A year later he was made director of association development.

In both the Wisconsin state and his local associations Mr. Imig held all elective offices, and was named a national trustee in 1947. He started in the business with Aetna Life in 1927 at Nashville, Tenn., returning the following year to his home at Sheboygan, Wis., where he represented New York Life for 20 years.

Court Ruling Interprets Michigan Dower Statute

Judge Souter of the Kent county, Mich., circuit court has held that written evidence is not necessary to constitute an "affirmative designation" under the amended Michigan dower statute and that turning over to a divorced wife a group certificate in the presence of witnesses who corroborated the insured's desire that she have the proceeds was sufficient evidence of his intent even though the customary forms had not been filled out. The certificate named Mrs. Marie Irvine, the divorced wife, as beneficiary and had never been changed to designate the second wife.

The dower statute as amended in 1939, requires that insurance on a husband's life be paid to his estate in the absence of an affirmative designation to the contrary.

In the Irvine case the companies involved, Prudential and Equitable Society, faced conflicting claims and asked the court to determine who should get the proceeds. The estate is appealing the decision but the companies are not parties to the appeal. Their stand is that no matter what, companies can still safely pay claimants in such situations and will have protection against double liability through the saving clause in the statute, provided no notice of adverse claim has been received.

Baehr at Kansas City Life

Herman Baehr, an assistant professor of business at Kansas State Teachers' College, Emporia, Kan., is spending four weeks as a "visiting professor" at the Kansas City Life home office, on a fellowship of the Foundation for Economic Education.

On a year's leave of absence from the Emporia school, he will work this fall and winter on his doctor's degree at University of Iowa. He also will teach a course of personal money management in two sections, one to the regular college students and one by extension to adults.

Columbian National Names Wilson

Columbian National Life has named Francis S. Wilson securities analyst. Mr. Wilson was formerly an independent investment advisor. He is a graduate of Harvard University, and a veteran.

Advanced Topics Treated at Conn. CLU Institute

By ROBERT B. MITCHELL

What labor wants in the way of pensions and other benefits, how far the "entity" concept should be relied on in partnership cases, whether the "halitosis approach" isn't perhaps being overdone in selling business insurance, the dangers involved in gifts to minors, how to appraise a business' value for buy-sell agreements, the corporate vs. the unincorporated form of business, liquidation of professional partnerships, how long the present prosperity can be expected to last, the place of small pension and profit sharing plans, the agent of the future as an all-round practitioner skilled in every form of insurance, the need for life agents to know something about the non-financial aspects of the retirement problem—these were among the many questions discussed at the annual C.L.U. Institute recently held at the University of Connecticut.

Gives Labor Viewpoint

The labor viewpoint was given by William Solenberger of the welfare department of United Auto Workers, CIO. Mr. Solenberger made it clear that the unions do not regard pensions or other benefits as a gratuity but rather as the allocation, through collective bargaining, of industry's product among labor, management and capital. He expects an expansion of fringe benefits and indicated plans for a big drive for disability coverages.

Along with its drive for privately financed fringe benefits, Mr. Solenberger said that labor wants a strong federal social security program as underpinning for these supplementary private programs.

Mr. Solenberger said the CIO program includes these goals: enough income for retirement, though the union is against compulsory retirement at 65 or any other age; flexibility in pension and other benefits so they can be adjusted to future conditions, as for example, disability benefits provided through social security; provision for income covering total and permanent disabilities; pensions should be non-contributory on the ground that the employee is paying the cost anyway; pensions should recognize past as well as future service and the fact that labor is entitled to its share in the economic increment resulting from industry's operations.

Contractual Funding Provisions

More specifically, labor wants contractual provision for funding past service benefits in annuities, the amortization not to take more than 30 years; annual contributions by the employer with benefits specified for the ensuing five years; a termination clause for pension plans, should it be necessary to invoke it; service credits based on 1,700 hours per year as entitling the employee to a full year's credit; retirement at age 65 or older with the option of retiring earlier than 65 on a reduced pension.

Though the unions would like vesting of pension rights, it is not in most contracts. The unions are realistic enough to recognize that there is a limit to the amount of money that a corporation can put into benefit plans and that full vesting is very expensive. Some plans give 100% vesting after 10 years' service. Unions prefer the type of vesting that does not pay cash to the discontinuing

(CONTINUED ON PAGE 15)

Mutual Benefit to Boost First Year Commissions 10%

Mutual Benefit Life will increase agents' first-year commissions by 10% as soon as approval is received from the salary stabilization board.

This is the third step of the company's plan for improving agents' compensation.

The 10% increase will apply to business medically examined on or after Aug. 25, or issued on non-medical applications or amendments similarly dated. There will be no increase in annuity commission.

Under the first step taken by Mutual Benefit, all renewal commissions earned by agents with 10 years of continuous full-time service will be fully vested. The second step entitled agents operating under the former type of contract to service fees on all business written since Jan. 1, 1947, and which continues in force at the end of the 11th and each subsequent policy year.

All-Time "App-a-Week" Record Grows and Grows

It now appears that the all-time record for consecutive weekly life production belongs to R. O. Browning, general agent for Pilot Life at Burlington, N. C. Mr. Browning has completed 1,820 consecutive weeks, or 35 years in his company's "App-a-Week" Club.

THE NATIONAL UNDERWRITER two weeks ago carried a story about Ben Goldish, Northwestern National, Duluth, completing 1,500 weeks of continuous weekly production. This was thought to be an all-time record. Word was then received from Indianapolis Life that J. J. Pawloski, Chicago, had submitted at least one application a week to his company for 1,594 weeks, and that Ben Bloch, Equitable Life of Iowa, Peoria, had reached his 1,679th weekly anniversary in his company's "One-a-Week" Club.

Actually, Mr. Bloch's record is higher because his consecutive production string pre-dates official club records. He had already accumulated 125 consecutive weeks before the club was founded in 1919, giving him a total of 1,804 weeks.

Add to Prudential Old Guard

Prudential welcomed five more company veterans into its Old Guard Assn. recently. Personal congratulations from President Carrol H. Shanks and testimonial scrolls marking the anniversaries went to Basil L. Vincent, district manager at Schenectady, who completed 35 years, and the following district managers who completed 30 years: Henry A. Bedell, Union, N. J.; Joseph V. Keating, Joliet, Ill.; Myron I. Kelsey, Cleveland, and J. Bruce Kenworthy, Philadelphia.


Fete Gustine on Retirement

Emary H. Gustine, retired general agent for National Fidelity Life at Sioux City, was honored at a luncheon attended by Clyde W. Laymon, who has succeeded him there as manager, and Wallace M. Holmberg, new assistant manager.

Others present were President W. Ralph Jones; Ben Taylor, vice-president and superintendent of agencies; William L. Embree, vice-president and treasurer, and Kemp W. Wood, vice-president of A. & H. Also on hand were John W. Lord, manager at Kansas City since 1927, and several agency associates and their wives.

New Duties for Krikava

L. W. Krikava, supervisor of agencies for Guaranty Union Life, formerly in charge of agency development in central California, has been promoted to supervise all agency development in central and northern California, and in Nevada.



The Doorway to Security

What happened to the Savings Dollar? Where did it go? Taxes and inflated living costs swallow so many dollars that few are left to spend.

More and more people are finding that life insurance is their only doorway to security, and daily more people are joining the family of Commonwealth policyowners.

At the close of 1951 this family had increased considerably—nearly a million policies were then in force and this figure is growing rapidly.


Backed by their Company's record of safety, Commonwealth Careermen are every day helping families from the Great Lakes to the Gulf enter Commonwealth's Doorway to Security.

INSURANCE IN FORCE, August 1 — \$576,494,950

COMMONWEALTH

Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



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Urges Fraternalists to Develop A. & H. as Expansion Move

Deputy Superintendent Murphy of N. Y. Calls It Revitalizing Influence

NEW YORK—As a means of rekindling interest of present members and adding new members, Deputy Insurance Superintendent Joseph E. Murphy of New York urged fraternal benefit societies to develop new programs of protection, particularly A. & H.

Speaking at the triennial convention of the First Catholic Slovak Union here, Mr. Murphy said that the public has become keenly conscious of A. & H. and similar protection. He felt that it would, therefore, be an appropriate time for the society to take advantage of this "newly awakened interest by developing A. & H. programs which would be likely to attract new and young members, and thus stem the tide of membership loss."

Too Few Societies Push A. & H.

"It would appear that a number of our societies have given too little attention to this important coverage," he said. "We are living in an era wherein repeated proposals for a federal health program have made the public keenly conscious of this form of protection. The time seems ripe, therefore, for a society such as yours to capitalize on this newly awakened interest by developing A. & H. programs."

"It has been the policy of our department," he continued, "to encourage insurers functioning under its supervision to enlarge the scope of their protection, consistent with the provisions of the insurance law and with due regard for their financial condition, so that they may better serve the public health needs. By participating in such a program—and fraternal benefit societies can well join such a program—these insurers would play an important part in effectively demonstrating that private enterprise can adequately service the health needs of our nation without government in partnership."

Warns of Government Rivalry

"I do not have to mention," he said, "the fact that there are very active forces which continually urge that all forms of social coverage should come through some agency of the federal government."

Mr. Murphy said that during the past two years there had been a decline in the membership of the Slovak society. While not suggesting there is any impending membership crisis, he said the slight decreases noted should receive the attention of management, if the problem hasn't already.

Complimenting the fraternal benefit societies, Mr. Murphy said that "no class of insurers is possessed of greater sincerity" and "that none strives more earnestly to conform to suggestions and directives of supervisory officials."

Old Line Passes \$150 Million

The \$150 million mark of insurance in force was passed by Old Line Life of Milwaukee during the second 1952 quarter, James H. Daggett, president, reported to the directors. The company had achieved the \$100 million mark by the end of 1945.

New paid-for life insurance of \$7,493,000 for the first half of the year brought the total in force to \$151,117,-

000. The net gain in insurance in force was 29% greater than for the comparable period a year ago.

Assets June 30 totaled \$44,999,600, an increase of \$990,270. Payments to beneficiaries and policyowners in the half year were \$1,332,034.

Occidental of California has reduced premiums on its non-participating, modified whole life plan. Rates have also been reduced for ordinary life commercial, age 66-75.

U. S. Life Makes First California Appointments

Kenneth T. Sato has been appointed general agent at Los Angeles and Samuel Farber manager at San Francisco by United States Life, which has just entered California.

Mr. Sato studied at University of Southern California and taught in navy intelligence. He entered life insurance in 1946 as an agent at Denver.

Mr. Farber started in life insurance at San Francisco in 1946 as an agent

and went with U. S. Life in 1947 as brokerage supervisor in the New York area. He helped give the training course of New York Life Underwriters Assn.

Mr. Sato formerly was with Occidental of California and Mr. Farber with Penn Mutual Life.

Chicago Golf Tourney Set

Chicago A. & H. Assn. will hold its annual golf tournament Sept. 25 at Itasca Country Club. Robert E. Keeley, Monarch Life, is chairman.

Freedom to Grow!



● In a world beset by uncertainties, it's good to remember a few things that are certain. Good to remember, for instance, that we live in a country where a man is free to choose his profession, to grow in it according to his ambition, and to be rewarded according to his ability.

If Life Underwriting is your chosen career, you know that there's no limit on your growth . . . in the esteem of the people around you . . . in material success . . . in knowledge.

The American College of Life Underwriters exemplifies this principle of freedom to grow. It helps you to obtain the specialized knowledge that can

make your service even more valuable to your community and to yourself. As a sign that you have gained such specialized knowledge, the college confers on you the coveted C.L.U. designation.

Underwriters at Mutual Of New York get every possible aid and encouragement for growing in their profession. An intensive 3-year MONY training program helps prepare them for the C.L.U. examinations, and examination fees are paid by the company.

Mutual Of New York is proud of the many MONY advisers who have taken advantage of their freedom to grow.

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York, Broadway at 55th Street, New York 19, N. Y.



WEATHER STAR SIGNALS
ON TOP OF OUR HOME OFFICE

Green Fair
Orange Cloudy
Orange flashing Rain
White flashing Snow

Prudential Opens Temporary Service Office at Chicago

Prudential will open a temporary clerical office for routine policyholder service in the Butler Bros. building, 165 North Canal street, Chicago. Richard H. Booth, former assistant general manager of the comptroller department at Newark, will be executive manager of the new office.

According to the company, the temporary organization will present an opportunity for staff recruiting and training in Chicago, and eliminate the necessity of transferring a large number of persons from Newark when the mid-American home office is opened at Chicago in 1955.

U. S. Life Course Concluded

U. S. Life recently concluded a 12-week letter improvement course for more than 100 home office employees who correspond with policyowners and agencies. Also enrolled in the course were 20 executives, including three senior officers.

Final Touches Put on Card for L.O.M.A. Annual Conference

The finishing touches have been put on the program for the annual conference of Life Office Management Assn., to be held at Chalfonte-Haddon Hall, Atlantic City, Sept. 22-24.

The affair will get off to an early start with a directors' meeting Sunday, at which time there will also be gatherings of southern planning and personnel administration committees.

The general meeting begins Monday morning with a welcome by Ralph R. Lounsbury, president Bankers National Life. Following the presidential address of J. L. Batchler, vice-president and secretary Kansas City Life, there will be talks by Dr. Howard Aiken, director of the computation laboratory Harvard university on "Present and Long-Range Possibilities of Electronic Computing Machines in Life Office Operations"; Dr. Floyd M. Green, medical director Columbus Mutual Life, on "Reducing Absenteeism Occasioned by the Common Cold and its After-Effect"; and Harold O. Molitor, sales manager of the special risks and aviation accident divisions Continental Casualty, on "It's Time to Think About Dishonesty."

Reception Monday Evening

Wilmer A. Jenkins, administrative vice-president of Teachers Insurance & Annuity, will preside over the afternoon session. Speakers and their subjects are Devereaux C. Josephs, president New York Life, "Machinery, Systems and the Priceless Ingredient"; Vincent F. Lechner, manager of office operations Mutual Life, "Single Debit System for Handling Mortgage Loans Through Correspondence"; Donald T. Nelson, comptroller Standard of Oregon, "Premium Accounting on Punch Cards, Including Punch Card Notices"; and C. Archie Coleman, planning supervisor Jefferson Standard Life, "Activating Procedure Changes Within the Organization". A reception is scheduled for that evening.

Following the business session Tuesday morning there will be five concurrent seminars conducted by standing committees. They will be in the nature of "workshops" with audience participation.

Industrial and A. & H. Seminars

John C. Timmerman, 3rd vice-president Metropolitan Life, is chairman of the industrial seminar. Following talks by Lester A. Moriarty, assistant secretary John Hancock, on "Home Office Debit Procedures" and Harry F. Taylor, assistant secretary American National, on "Weekly Industrial Revival Practices", there will be a panel discussion led by Everett H. Lane, executive vice-president of Boston Mutual Life. Panel members are Arnold Anderson, associate actuary Life & Casualty; Frank Baker, Jr., secretary Monumental Life; J. W. Gawthrop, assistant secretary Pilot Life; Homer A. Gilbert, Sr., administrative assistant, debit policy division, general, Prudential; Millard Oliphant, assistant secretary Gulf Life, and W. W. White, secretary Peoples Life of Washington, D. C.

The A. & H. seminar will be presided over by Roy C. Neuhaus, 2nd vice-president Washington National. The subject of "Merging A. & H. and Life Operations" will be treated by L. D. Ramsey, vice-president and comptroller Business Men's Assurance, and R. B. Savage, secretary Wisconsin National Life. R. D. Wisely, vice-president North American Accident, and Charles Hermanek, planning staff United Benefit Life, will consider "Keeping A. & H. Operations Separate from Life."

A seminar on the aspects of life company costs will be headed by J. D. Milne, assistant secretary Canada Life. Budgets will be considered by John A. White, assistant comptroller John Han-

cock; James H. Eteson, comptroller State Mutual Life, and Fred R. special assistant New York Life. Functional costs will be the subject of Russell Wetmore, assistant comptroller Mutual Life, and Mr. Lechner. Departmental costs will be analyzed by Charles H. Poit, administrative assistant Metropolitan Life; T. W. Goodrich, assistant secretary Aetna Life; Francis A. Logan, assistant comptroller Life of Canada, and Harold M. Post, assistant manager accounting division Provident Mutual Life.

The seminar on planning round tables will be divided into discussion groups of about 25 persons each. Group leaders will be Eric T. Franzen, assistant secretary Phoenix Mutual Life; Harry L. Archey, Jr., secretary Fidelity Mutual Life; Joseph T. Cosby, Jr., manager of management research Metropolitan Life; E. W. McPherson, director of procedures New York Life; Roland A. Mangini, manager of the printing department John Hancock, and Donald L. Brush, planning analyst of Connecticut General Life. Chairman of this seminar is Roy L. Johnson, assistant vice-president National Life of Vermont, and vice-chairman is Mr. Franzen.

Morris G. Fuller, president of State Farm Life, will be chairman of a symposium.

(CONTINUED ON PAGE 13)



NATIONAL QUALITY AWARD WINNERS:

J. T. ALLEN, JR.
HORACE R. ALLISON
B. C. ALTMAN
HERSCHEL M. ALTON
CLIFFORD R. ANDERSON
OSCAR BECK
FRANK BERTRAM
EVANS BOUCHER
DAVID BRIDGES
E. E. BROWN
WILL W. BUTLER
J. D. CAULFIELD
DAVE J. COHN
GEORGE E. COOL
KENNETH COLSTON
FRED M. COPELAND
OUIDA N. COX
M. C. DALCHAU
BESSIE DALE
MARY F. DALTON
RUSSELL R. DANIELS
GEORGE DEWALD
M. W. DOULGAS
JOHN R. EICHELBERGER
HEDWIG EICHENBERG
BEN EPSTEIN
T. H. FEE
CHARLES F. FOX
WILLIAM L. FOX, JR.
G. EARL FREEMAN

MASUJI FUJII
CARLOS GILBERT
EDMUND G. GRANT
CHARLES V. GEREN
J. W. GROTEBERG
STANLEY HALL
E. G. HANSEN
J. A. HERTVIK
C. W. HILL
PHILIP HOCHÉ
CHARLES F. HOLLADAY
S. MORTON HOWARD
DAN G. JACKSON
EARL A. JACKSON
J. L. JOHNSON
C. T. JONES
ROBERT H. JUDD
H. N. LINDLEY
RAY LOWRY
WALTER LOWRY
GRADY S. McCARTER, JR.
VANCE MCKINSTRY
WILLIAM L. MCPHERRIN
LOUIS E. MADDEN
JOSEPH F. MARHEINEKE
LOUIS MATUSOFF
CLARENCE C. MERRITT
LESTER MONTGOMERY
ZEB MOORE
SIG OSIER
BERT REED

JUNIUS ROMNEY
JOHN W. SAUNDERS
LESTER L. SHAW
M. L. SHIPLEY
HOWARD J. SHOLER
MAX SILBERG
FRITZ E. SOUTHWORTH
J. MAX SPANGLER
J. G. SPEHAR
T. GUY SPENCER
F. I. STEGER
EDWARD H. STEPHENS
DEE L. STITT
ROBERT C. TAYLOR
DIX TEACHENOR, SR.
CLYDE H. THORNTON
ROLF E. TURMO
WALTER V. VERHILLE
W. W. WALKER
JOSEPH C. WATSON
JOHN E. WEIS
TYLER WELTMER
JACK WILLIAMS
WILLIAM J. WILLOUGHBY
GEORGE B. WITHER
L. N. WOODS
DICK WRAY
ESTHER WRAY
THOMAS M. YETT
OTTO O. ZENDELL

KANSAS CITY LIFE INSURANCE
Company

NEED CHIEF ACTUARY

For rapidly expanding Life Department
Real Opportunity

contact John P. Walker, Jr., Reserve Life Insurance Company
Reserve Life Building, Dallas, Texas

\$8293

Face value of the average of all policies placed in force by UNITED LIFE in 1951 was \$8,293.00, and in 1950 UNITED LIFE was in sixth position among the Nation's more than 500 life insurance companies with an average policy of \$7,846.00.

The scope and added benefits of every UNITED LIFE policy provide underwriter and policyholder alike with an unusual opportunity.

For particulars write to WM. D. HALLER, Vice President and Agency Manager.



UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire

New Travelers Head

New office Federation of Travelers' insurance meeting at Currie C. Men's; v. Travelers secretary - more, E. reelected.

A. W. Travelers the execut of R. E. Omaha; Travelers Frederick commercial Tr Clement, Mell W. K. Unlinois Co. liott, Phy Richard P. eling Men

The pri by Moses of the fe process ac sation r The me showed a ported, an hospitaliza their accid The 195 Park Lod Alberta, C

Progress Bureau

The pro the annual dent & He year will l ville, N. C

The me dress of C Carolina, Shall A. & Neil J. Br man of th give his ac insurance Chamber "The Fede Insurance. president discuss "T F. Killion, cus "The ness Insur

Group Ins That aft insurance f Smith, Eq consisting Life of Lo men's Mut York Life, elers.

Opening will be Pa "The Adva tion Basis. Life, will an Unleve ence under benefit of will be ta standard A Jr. manag will give an dent insura ble Socie major med participants Connecticut Continental royne, Libe Royal-Liver That afte nament unc G. Brown,

New Commercial Travelers Group Head Is C. C. Chase

New officers elected by International Federation of Commercial Travelers Insurance Organizations at the annual meeting at Miami Beach are: President, Currie C. Chase, Iowa State Traveling Men's; vice-president, T. C. Abele, Travelers Protective of St. Louis, and secretary-treasurer, John W. Whittemore, Eastern Commercial Travelers reelected.

A. W. Franklin, United Commercial Travelers of Columbus, is chairman of the executive committee, which consists of R. E. Pratt, Travelers Health of Omaha; Edward Trevett, Commercial Travelers Mutual Accident of Utica; Frederick A. Nichols, Connecticut Commercial Travelers Mutual A. & H.; Paul Clement, Minnesota Commercial Men's; Mell W. Hobart, Ministers Life & Casualty Union; Robert A. Cavanaugh, Illinois Commercial Men's; Loring Elliott, Physicians Casualty of Omaha; Richard F. Cavanaugh, Illinois Traveling Men's.

The principal address was delivered by Moses G. Hubbard, general counsel of the federation, on the service of process act and its bearing on the association members.

The member organizations last year showed a healthy growth, it was reported, and several of them are adding hospitalization and medical policies to their accident line.

The 1953 meeting will be at Jasper Park Lodge in Jasper National Park, Alberta, Canada, Aug. 24-26.

Program Given for Bureau Meeting

The program has been completed for the annual meeting of Bureau of Accident & Health Underwriters, which this year will be at Grove Park Inn, Asheville, N. C., Sept. 29-Oct. 1.

The meeting will open with the address of Commissioner Cheek of North Carolina, whose topic will be "How Shall A. & H. Insurance Be Regulated?" Neil J. Brown, Hartford Accident, chairman of the governing committee, will give his address, and A. L. Kirkpatrick, insurance department manager of U. S. Chamber of Commerce, will talk on "The Federal Government and Health Insurance." Ralph J. Walker, vice-president of Pacific Mutual Life, will discuss "The Challenge," and Raymond F. Killion, Metropolitan Life, will discuss "The Outlook for Accident & Sickness Insurance."

Group Insurance Forum

That afternoon there will be a group insurance forum conducted by J. Henry Smith, Equitable Society, with a panel consisting of J. C. Archibald, Bankers Life of Iowa; J. E. Heggren, Lumbermen's Mutual Casualty; D. Cody, New York Life, and George E. Light, Travelers.

Opening speaker the second morning will be Paul H. Rogers, Aetna Life, on "The Advantages of a Level Commission Basis." P. J. Burns, New York Life, will talk on "The Advantages of an Unlevel Commission Basis." Experience under the blanket medical expense benefit of commercial accident policies, will be taken up by T. O. Schwarz, Standard Accident, and J. F. Follmann, Jr., managing director of the bureau, will give an analysis of commercial accident insurance. David H. Harris, Equitable Society, will lead a discussion on major medical expense insurance, the participants being Henry R. Roberts, Connecticut General Life; A. B. Hvale, Continental Casualty; J. Albert Burdoyne, Liberty Mutual, and R. E. Ryan, Royal-Liverpool group.

That afternoon will be the golf tournament under the direction of Franklin G. Brown, Travelers. In the evening is

scheduled the chairman's reception followed by the banquet.

On the third morning there will be a panel on risk selection, conducted by Edward M. Ulrich, Pacific Mutual Life. The panel members will be Dr. Hector M. Stevenson, Aetna Life; Ray L. Hills, Great American Indemnity; F. L. Templeman, Maryland Casualty; L. B. Soper, New York Life; John F. Lydon, Ocean Accident, and E. A. Hauschild, Security Mutual Life of Binghamton. This will be followed by the business session which includes the election of new officers.

Bar Association Insurance Section Program Is Ready

The insurance section program of the American Bar Assn. meeting at San Francisco, Sept. 15-19, has been announced and includes several life insurance discussions by life company and association attorneys. Chairman of the life insurance law session is Hubert S. Lipscomb, Jackson, Miss. Speaking at that session are Henry Duque, Los Angeles, on "Privileged Communication Between Patient and Physician," and

Donald Q. Taylor, Louisville, on "War Claims After Korea."

Also of interest to life men is the regulation of insurance companies session headed by J. Roth Crabbe, Columbus. Speaking at that session is H. Harold Leavey, Sacramento, on "Retaliatory Laws."

Chairman at the A. & H. law session is Robert R. Neal, Chicago. Speaking is James Andrews, Life Insurance Assn. of America at New York City, on "Modern Trends and Developments in the Accident & Health Industry."

The Golden Rule Company presents

The Rainbow of Success and Future Security

GOLDEN DIRECT MAIL

"ACCUMULATOR"

"GUARANTEED MONEY"

"INDEPENDENCE GUARANTOR"

FIELD-TESTED PACKAGES

FOR AGENCY BUILDERS

YOUR FUTURE FORTUNE

NON-CONTRIBUTORY PENSION PLAN

VESTED LONG-TERM RENEWALS

TOP COMMISSIONS ON 15 POLICIES (BEFORE GRADING)

PRODUCTION BONUS

5-10-15 YEAR RENEWABLE, CONVERTIBLE, LOW-COST TERM

\$10.00 PER MONTH DISABILITY ON ALL POLICIES (except term)

ONLY THE SKY IS THE LIMIT

to the opportunity it offers to the men who help you build

AMBITIOUS AGENTS

THE GOLDEN OPPORTUNITY TO ATTRACT STRONG MEN — HOLD AND REWARD YOUR BETTER MEN!

HELPFUL, FRIENDLY HOME OFFICE CO-OPERATION

THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

Carl Mitcheltree, Pres, Ben F. Hadley, Vice-Pres. & Sup't. of Agents

TERRITORIES:

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

Speakers Lined Up for NALU Managers Atlantic City Rally

Speakers have been announced for the General Agents & Managers Conference to be held Sept. 10-11 at Atlantic City during the National Assn. of Life Underwriters convention. Charles W. Campbell, Prudential, Newark, is general chairman, and William J. Nenner, general agent Penn Mutual Life, Cleveland, is program chairman.

Meetings of committees are scheduled for Wednesday afternoon, after which there will be the business meeting and election of officers.

On Thursday morning there will be talks by Martin M. Guon, manager Metropolitan, Chicago, on "Building a Winning Team"; Raymond J. Dolwick, general agent Northwestern Mutual Life, Cleveland, "Stimulating Agency Prosperity," and Edward L. Reiley, general agent Mutual Benefit Life, Philadelphia, on "Morale Building." A. J. McAndless, president Lincoln National Life, will address the concluding luncheon on "Reinsurance—Its Place and Purpose in Field Management."

Eisen Named July Leader

The Eisen agency for Equitable Society, New York City, led all company agencies in July production. Robert J. Manheimer and Samuel R. Knopfer were sales leaders. The agency was established in 1949.

Travelers Men Advanced

Russell D. Leinbach has been appointed secretary of the Travelers Insurance Companies' branch office administration department. He joined Travelers in 1925 and in 1936 went to the home office as branch office supervisor. In 1946 he was named superintendent of the casualty accounting department.

H. Warren Richmond is promoted to superintendent. He joined Travelers in 1926 at Philadelphia and was made assistant cashier there in 1928. In 1935 he

transferred to Wilmington, Del., as cashier and in 1946 went to the home office as assistant superintendent of the life accounting division.

Cleveland, Boston Lead in July Sales

Cleveland showed the largest increase in July ordinary production among large cities with a 24% gain, according to L.I.A.M.A. Boston was second for the month with a gain of 14%. Cleveland was also up 19% for the first seven months.

Arizona production was up 44%, Arkansas 39%, and New Mexico 37% for July. Arizona was also leader for the first seven months with a 31% increase. New Mexico was next at 29%.

National sales were up 13% for the first seven months.

New 1952 Wisconsin Handbook Is Off Press

The new 1952 Underwriters Handbook of Wisconsin has just been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance over the entire state.

Premiums and losses by lines, in Wisconsin, for all fire and casualty companies, and life insurance paid for and in force by life companies, are also presented in a special statistical section. Copies may be obtained immediately from the National Underwriter Co. at 420 East 4th street, Cincinnati 2, O. Price \$12 per copy.

Moves Boston Group Office

State Mutual Life has moved its Boston group office to new and larger quarters at 422 Chamber of Commerce building, 80 Federal street. Alan R. Willson, secretary of the group division at the home office, will assist Arthur A. Dunn, Charles F. Kitching and John J. Quinn at the open house celebration Sept. 3.

N. E. Life Embarks on Biggest "Ad" Campaign Ever

The largest advertising campaign in the history of New England Mutual Life will begin in more than 70 general, business, trade and college alumni magazines in September. N. W. Ayer & Son is the agency.

The first of a series of eight black-and-white full-page advertisements will appear in Saturday Evening Post Sept. 20 and Time Sept. 29. "Fathers, too, are worth more now"—basic theme of the series—points out that life insurance coverage should be brought into line with today's living costs. Copy stresses that "when the price of everything a family needs is way up, so is the value of the man who pays the bills." Artwork contrasts the 1941 prices of houses, food and automobiles with 1952 prices—illustrating the fact that to meet the basic living costs today, most families need twice as much life insurance as they had 11 years ago.

Double for Post

In Saturday Evening Post, quarter-page ads will run in the same issue with every other full-page insertion. These describe the New England Mutual agent as a "specialist in the financial security of families and businesses" and will have page reference to the full-page ad.

Newsweek, Business Week, and the Wall Street Journal will continue to carry two-third page advertisements exclusively on business insurance. Advertising in many college alumni magazines is now in its 12th year. It presents the attractive features of life insurance selling as a career and lists the names of the company's alumni representatives in their own particular magazines.

Includes Trade Press

In its insurance press advertising, in addition to "merchandising" the national advertising, the company will describe its many facilities, in both home office and field, for handling brokerage business and surplus lines from agents of other companies.

Blue Cross, Shield Directors Conclude Chicago Conference

There were 250 directors of Blue Cross and Blue Shield plans on hand for the seventh annual conference on public relations and enrollment just concluded at Chicago.

Speakers and their topics at the final session of the three-day meeting included Albert V. Whitehall, American Hospital of Washington, "Voluntary Health Insurance in Perspective"; Arthur Hanley, Hospital Service Corp. of Providence, "Are we Cultivating All of Our Markets?"; Arthur C. Coe, Massachusetts Medical Service of Boston, "How to Stimulate Group Leader Interest in Blue Cross and Blue Shield Work"; and Bernard Solochek, Associated Hospital Service of Milwaukee, "Enrollment and Public Relations Aspects of Rate Changes." John R. Hill, Tennessee Hospital Service of Chattanooga, presented public relations awards.

The public relations session and a session devoted to enrollment, held simultaneously, were the featured in the mid-conference gatherings.

Talks at the enrollment meeting were given by Susan S. Jenkins, Surgical-Medical Care of Kansas City, "How to Blueprint Effective Non-group Enrollment"; John R. Kelly, Group Hospital Service of St. Louis, "Branch Office Organization and Supervision"; Harley B. West, Group Medical and Surgical Service of Dallas, "How to Organize and Establish Territories for Maximum Production"; Edward B. Morris, Mutual Medical of Indianapolis, "How to Prospect for Group Leads."

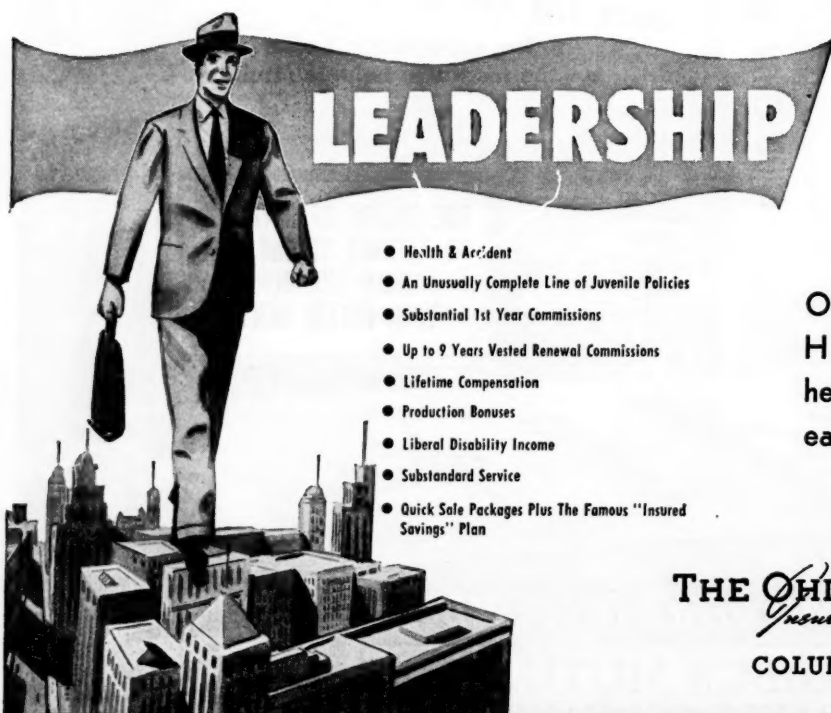
Scan Public Relations Plans

Public relation endeavors of the conference were reviewed in talks by Alfred L. Golden, vice-president of United Medical Service, who spoke on "New Ideas for Non-group Promotion"; J. S. Nagelschmidt, Hospital Saving Association of Chapel Hill, N. C., who discussed "Plan Bulletins and Publications"; Richard Miller, Mutual Medical of Indianapolis, "Keeping Subscribers Sold"; and Parke S. Poindexter, Tennessee Hospital Service of Chattanooga, "Planning Publicity with a Purpose."

Earlier talks at this session were given by Marvin E. Walker, Hospital Care of Cincinnati, who covered "New Responsibilities for Blue Cross and Blue Shield Public Relations"; G. Donald Fairbairn, Associated Hospital Service of Philadelphia, "Programming and Budgeting for More Productive Public Relations"; and Raymond W. Mody, Michigan Medical Service of Detroit, "Your Part in National Advertising for Blue Cross and Blue Shield."

Speakers at the opening session were H. K. Felkel, Oklahoma Physicians Service of Tulsa, "How to Plan and Conduct Better Training Meetings"; O. Leon Gonzalez, Capital Hospital Service of Harrisburg, "How to Present and Interpret Blue Cross and Blue Shield in Group Contacts"; and Melvin Temmer, Michigan Medical Service, "How to Establish and Maintain Favorable Relations with Labor Groups."

Talks were also given at the first session by William Sadler, Jr., Sadler & Associates, Chicago, who discussed "Success and Happiness"; and Martin E. Segal, Martin E. Segal & Co., New York City, who covered "The Facts of Competition."



LEADERSHIP

- Health & Accident
- An Unusually Complete Line of Juvenile Policies
- Substantial 1st Year Commissions
- Up to 9 Years Vested Renewal Commissions
- Lifetime Compensation
- Production Bonuses
- Liberal Disability Income
- Substandard Service
- Quick Sale Packages Plus The Famous "Insured Savings" Plan

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**HEALTH
&
ACCIDENT**

OSLICO has had
H & A since 1915 to
help make life sales
easier.

THE OHIO STATE LIFE
Insurance Company
COLUMBUS 15, OHIO

Claris Adams, Pres. Frank L. Barnes, 1st V.P. and Director of Agencies

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES
Management Consultants
To Insurance Companies
Established 1945
P. O. Box 101 Queens Village, N. Y.

Coun Bar Rent

NEW rent increase in New York City following a temporary increase in the price of the commodity. The committee and the organization had sought a board of directors to judge the average first three full investments. The committee ruled that a 6% return was a fair estimate.

Will Ave

Rents age \$17 increases average. In discussion, the question was made a examination of their accounts to question the control of items were.

W. E. St. Lou

W. E. pointed as a man New York St. L. Manning with 1 Life f years, recently a at Dallas viousl Worth, Mr. I appointn sistant dent wa in last w as was th ment of secretary Mr. M. Louis an

C. J. O' luncheon tended by ers there vice-pres toastmast B. McHa can Life tional fo Assn.; I American C. Budlo the C.L. the New ler, cash

Court Refuses to Bar Metropolitan's Rental Increases

NEW YORK — Metropolitan Life's rent increases at Stuyvesant Town, New York City, will take effect in September, following the refusal of New York Supreme Court Justice Hammer, to issue a temporary injunction against the proposed increases.

The joint tenants and organizations committee and the Assn. of Residents and Organizations of Stuyvesant Town had sought the injunction pending the board of estimate's public hearings.

Judge Hammer ruled that adequate hearings on the increases, which will average \$2.55 a room a month for the first three years, had been held and a full investigation made. Last month he ruled that Metropolitan was entitled to a 6% return on its \$112,210,057 development, when he set aside a board of estimate refusal to grant these increases.

Will Average \$20 a Room

Rents at the project currently average \$17 a room. Under the projected increases, at the end of four years the average will be \$20 a room.

In dismissing the tenant groups' request, the judge said an examination of the records in the case "showed beyond question that the city comptroller did make a full and complete investigation, examination and audit, that public hearings were held, and the tenants and their accountants given full opportunity to question the items and that the comptroller thereupon reported the items were proper and correct."

W. E. Manning, Jr., Now at St. Louis for F. T. Munsell

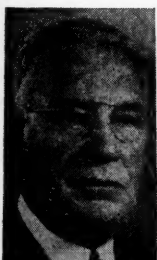
W. Earl Manning, Jr., has been appointed to succeed F. Turner Munsell as manager for New York Life at St. Louis. Mr. Manning has been with New York Life for many years, most recently as manager at Dallas and previously at Fort Worth, Tex.

Mr. Munsell's appointment as assistant vice-president was reported in last week's issue, as was the advancement of Charles J. O'Connell from field secretary to assistant vice-president.

Mr. Manning was welcomed to St. Louis and spoke briefly at a farewell



W. E. Manning, Jr.



C. J. O'Connell



F. T. Munsell

luncheon for Mr. Munsell which was attended by about 100 life insurance leaders there, with Dick Oliver, retired field vice-president of New York Life, as toastmaster. Speakers included Powell B. McHaney, president General American Life; L. S. Becker, Lincoln National for General Agents & Managers Assn.; Richard H. Bennett, General American, for St. Louis Assn.; Richard C. Budlong, Life Insurance Selling, for the C.L.U. chapter; A. H. Wallace, for the New York Life agents; Butler Butler, cashier at St. Louis, and Opie

Carter, field vice-president of the western division.

Mr. Munsell has been with New York Life 27 years, serving as agent at Columbia, S. C., Baltimore, and Washington, D. C., agency organizer at Washington, agency director at Trenton, N. J., and New York City, and head of the Clearing House branch at Philadelphia before going to St. Louis 8½ years ago.

Making Pension Study

One of the major current research projects of Twentieth Century Fund of

New York City, devoted to study of current economic problems, is a survey of the economic and social needs of older people in the U. S. and provisions which have been made, or are contemplated, to meet them through government and private pension systems.

Prudential Names Snitzer

Prudential has appointed Albert R. Snitzer associate director of field training. Since 1946 Mr. Snitzer has been associate manager for training and pro-

gramming for the Campbell agency at Newark. He is a graduate of New York University and University of Virginia.

Morris New Brokerage Head

Pilgrim National Life, Chicago, has named Richard T. Morris brokerage manager. He was formerly assistant brokerage manager there for Occidental of California. Mr. Morris entered the business in 1946 with Continental Casualty. He is a graduate of University of Florida, and a veteran.



Serving America
Right From The **HEART**

In the Heart of America, the name B. M. A. is a familiar one and the B. M. A. building on the Union Station Plaza is a Kansas City landmark. But these two are also known far and wide, for it is from this Home Office that B. M. A. serves 36 states, the District of Columbia and the Territory of Hawaii and Guam with complete income protection through the exclusive B. M. A. "All-Ways" Plan—literally "serving America from the heart."

BUSINESS MEN'S ASSURANCE COMPANY OF AMERICA

W. T. Grant, Chairman J. C. Higdon, President

B. M. A. Building, Kansas City, Missouri

In 42 Years B. M. A. Has Paid Over 124 Million Dollars to Policyowners and Beneficiaries

- ★ LIFE
- ★ ACCIDENT
- ★ HEALTH
- ★ ANNUITIES
- ★ ALL-WAYS
- ★ HOSPITALIZATION
- ★ GROUP
- ★ REINSURANCE

EDITORIAL COMMENT

The C.L.U. Institutes

Life insurance field personnel are in general constantly striving to improve their knowledge of their calling and the C.L.U. Institutes held this summer at Lake Forest, Ill., College and University of Connecticut point up the extent to which life insurance practitioners will go in improving their ability to serve the public.

For example, the results of the confidential questionnaire among those attending the first week's session at University of Connecticut showed that the 38 members of the class who filled out the questionnaire had a net income last year before taxes of \$15,344. Nearly half of the 38 were full-time agents and even assuming that their incomes were no lower than the average of the group they lost something more than \$600 in the two weeks they were off the job, besides which they had transportation expenses to and from the University, and \$100 per week for room, board and tuition plus a \$20 registration fee. In other words, the personal producer who took the two-week course could pretty well figure that there wasn't going to be much left out of a \$1,000 bill.

None of these men could be considered soft in the head or they wouldn't have been in a position to lay out this kind of money, no matter how much they hoped to gain by it, so it can rightly be considered that the \$1,000,

more or less, was a sensible investment from a financial standpoint.

But the value the students individually got out of their classroom time and evening bull sessions doesn't tell the story by any means. In the thinking, discussion, and interchange of opinions and facts that go on at these gatherings one man's mind sparks another's into a new solution or at least a new approach to a bothersome problem. These students and their mentors are pushing back the frontiers of life insurance knowledge, just as laboratory scientists push back scientific frontiers.

What is generated at Lake Forest and Storrs, Conn., benefits not only the people who attend but the entire life insurance business. It may not happen immediately but it does eventually. Moreover, the mere fact that groups of men and women are willing to take the time and lay out the money to improve their professional knowledge of the business is in itself a stimulant to many who might like to do something similar but would otherwise lack the motivation to take the step.

In what might be referred to as the top level of life insurance education, the C.L.U. Institutes have a role that is more important to the business than is generally realized.

PERSONAL SIDE OF THE BUSINESS

George E. Griscom, who, as reported in last week's issue, has been named



G. E. Griscom

general agent at Detroit for Lincoln National Life, formerly was supervisor of the company's Beardslee agency at Newark.

He succeeds R. R. Onderdonk, resigned, and will have offices in the Buhl building. The Lighthouse agency of Lincoln National there will continue to have offices in the David Stott building.

Mr. Griscom joined the company in 1930 at Newark where he had been in the business for 12 years. He is a navy veteran and past president of Newark C.L.U. chapter and former treasurer of Newark Life Underwriters Assn.

W. K. Niemann, Des Moines manager for Bankers Life of Iowa, has been named Iowa state chairman for the 1933 March of Dimes campaign next January.

Stratford Lee Morton, general agent of Connecticut Mutual, has been re-elected president of the Ambassador Club of St. Louis. Robert C. Newman,

New England Mutual, continues as treasurer of the organization, formed a year ago by business leaders to bring outstanding speakers to St. Louis to discuss subjects of current importance.

H. O. Fishback, Jr., vice-president of Northern Life of Seattle, is in St. Elizabeth hospital at Yakima in a critical condition as the result of a fall from a third story window suffered while he was attending the annual meeting of Washington Assn. of Insurance Agents.

Alfred J. Bohlenger, insurance superintendent of New York, and Mrs. Bohlenger have returned from their European wedding trip and are residing at 340 Park avenue, New York City.

Silas G. Johnson, Madison, Wis., general agent of Massachusetts Mutual, was elected governor of the Wisconsin-Upper Michigan Kiwanis district at the convention at La Crosse, Wis.

George R. Kendall, chairman of the executive committee of Washington National, who is on a European visit with Mrs. Kendall, and Mrs. Claude Kendall, is expected to return early in September. They were on a North Cape cruise for about a month and then got a car and motored extensively throughout the continent. Mrs. Claude Kendall is the widow of the younger brother of G. R.

Kendall, who was treasurer of Washington National at the time of his death.

E. H. Lattimer, Northwestern Mutual, Wausau, was chosen president of Wisconsin Elks Assn. at the convention at Green Bay.

Bryan Alsop, Connecticut Mutual Life, Nashville, has been named city manager for Berry Hill, the incorporated suburban area in which he lives. It is a part time job only, and he will continue his insurance work.

Harvey Goodwin, treasurer of Connecticut Mutual, is celebrating his 45th anniversary with the company. He joined the cashier's department in 1907 and in 1930 was appointed cashier. He was elected treasurer in 1949.

Sidney R. Crook, superintendent of grounds for Aetna Life, was elected president of National Assn. of Gardeners at the annual convention at Wilmington, Del.

DEATHS

BURT C. FINDLEY, supervisor for the western division of Pacific Mutual Life's railroad A. & H. department, died following an operation. An outstanding producer of A. & H. business, he had been with the company since 1940.

JAMES W. KNOX, a director of Connecticut Mutual Life since 1931, died recently at Hartford.

WILLIAM B. KEE, manager for Pacific Mutual Life at Atlanta for many years, died there.

ROBERT C. DAVIDSON, 62, manager of accounts for Metropolitan at Buffalo since 1927, died recently following a heart attack in his office. He had been with the company 40 years.

ANDREW J. DeBOER, 45, secretary-treasurer of Self Help Mutual Life, Chicago, was drowned recently when a boat he and seven others were in capsized in Okauchee Lake, Wis., about 40 miles west of Milwaukee. Mr. DeBoer was not missed until the others were brought to shore by neighboring fishermen.

HAROLD M. PARKER, 51, manager of the downtown New York City agency of Phoenix Mutual Life, died in Huntington, N. Y., Hospital after a short illness. Mr. Parker joined Phoenix Mutual in 1934 at Springfield, Mass., after being in the automobile business there. He was made manager at Brooklyn in 1938 and was transferred to Manhattan the following year. He was vice-commodore of the Huntington Yacht Club.

JAMES M. CAMPBELL, 63, 2nd vice-president of Metropolitan Life, died at Glen Cove hospital following a stroke suffered at his home at Roslyn, L. I. Mr. Campbell started with the company in 1911 and in 1919, following service with the navy, was made superintendent of the new group insurance division. He then advanced to divisional sales manager for New York, assistant manager at the group division in 1924, manager in 1927 and in 1941 was appointed 3rd vice-president. He was advanced to 2nd vice-president in 1946. A brother, Alexander C. Campbell, is also a Metropolitan vice-president.

HAL D. FOSTER, 48, district manager for Southern Life at Burlington, N. C., died there.

Gilmore Unopposed for NALU Secretary

NEW YORK—With the report of the National Assn. of Life Underwriters nominating committee scheduled for release next week, it becomes apparent that there will be no contest for the office of secretary this year barring an unexpected floor nomination. The sole contender up to now is Robert C. Gilmore, Jr., agent of Mutual Benefit Life at Bridgeport, Conn., and a trustee of N.A.L.U. If N.A.L.U. follows its established custom, it would mean Mr. Gilmore's election as president in 1934.



R. C. Gilmore, Jr.

The names of six trustee candidates have been placed before the nominating committee for its consideration. In addition three of the present board are candidates for reelection.

The six are Albert Adams, John Hancock, Philadelphia; Frank H. Devitt, Capital Life, Denver; Gordon Hockaday, Equitable Society, Spokane, Claude C. Jones, Connecticut Mutual, Indianapolis; Howard C. Ries, Equitable Society, Everett, Wash.; and Mitchell M. Rosser, Phoenix Mutual, Boston.

Running for reelection are A. Jack Nussbaum, Massachusetts Mutual, Milwaukee; Henry S. Stout, John Hancock, Dayton, O.; and Robert L. Walker, Peninsular Life, Orlando. Verne C. Gilbert, Equitable of Iowa, Portland, Ore., and Elmer C. Moore, New York Life, Wichita, are completing their second terms as trustees and are not candidates for reelection.

President Persuades Beneficiary to Accept Check

W. D. Hunnel, president of Pilgrim National Life of Chicago, took a business trip to a town with the unusual name of Oblong, Ill., recently for the unusual purpose of persuading a beneficiary to please accept a benefit check. The beneficiary, George C. Curtis of Oblong, was convinced that he had received the check for \$1,000. Pilgrim National and its agent in the area, Claude Newman, were equally convinced that he had not.

Mr. Curtis had refused the check so President Hunnel felt it his duty to deliver the check personally and to persuade Mr. Curtis to accept his rightful benefit. After an on the spot investigation, both parties were finally convinced that the \$1,000 had not been paid. Mr. Hunnel gratefully delivered and Mr. Curtis gratefully accepted.

Penn Mutual Advertising

Penn Mutual's September national magazine advertising was inadvertently omitted from the list printed in last week's issue. It will consist of a full page, four-color advertisement in the Saturday Evening Post for Sept. 20.

The Steinberg agency of Massachusetts Mutual Life at Jamaica, N. Y., is conducting a 10-week training course for three recruits.

THE NATIONAL UNDERWRITER

—LIFE INSURANCE EDITION

PUBLICATION OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
CIRCULATION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. Carl E. Weatherly, Jr., Southeastern Manager.

BOSTON 11, MASS.—210 Lincoln St., Tel. Liberty 2-1402. Wm. A. Scanlon, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales

Editor: Robert B. Mitchell
Associate Editors: Richard J. Thain, Charles C. Clarke and F. A. Post.
Assistant Editors: Ellsworth A. Cordesman and Donald F. Johnson.

Director: George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DES MOINES 12, IOWA—3333 Grand Avenue, Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT 26, MICH.—1102 Lafayette Bldg., Tel. Woodward 3-2826. A. J. Edwards, Resident Manager.

Executive Editor: Levering Cartwright.
Advertising Manager: Raymond J. O'Brien.
Teletype OG-654



KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burridge, President.
Louis H. Martin, Vice-Pres. & Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Jack Verdo Stroup, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

OBSERVATIONS

Distinction Needs to Be Drawn

Many business firms with pension programs give their employees each year a statement of their pension credits and include in this the social security income that the employee will presumably receive. The total of retirement income from both these sources is of course much more impressive than just the private pension plan by itself but it does have a possibility of danger in the event social security benefits should ever have to be decreased.

The ever-increasing level of social security benefits makes it seem almost unbelievable that the trend could ever be the other way, just as it is hard to believe that there could ever be another depression. But the time could come when the government had no alternative to reducing social security benefits, which, after all, are not guaranteed.

If the employee is too prone to lump his retirement benefits, private and social security, into one retirement income figure, any reduction in social security benefits would tend to carry over to the entire pension program. Hence, it would seem wise to encourage employers to set up these retirement benefit statements to their employees in such a way as to make it perfectly clear what part of the income is from the pension plan and what part will come from social security—assuming that social security continues at least at its present benefit level.

In this way, even if the social security benefits should be reduced, no employee, no matter how disappointed he might be, could consider that he was being short-changed in the private pension department. In fact, if he had the distinction clearly in his mind, the reduction of government benefits while private benefits remained at their guaranteed level would make the latter look that much more stable than social security.

W. T. Craig Victim of Editorial Error

Due to a series of misunderstandings, THE NATIONAL UNDERWRITER in the Aug. 22 edition mistakenly reported that Life Underwriters Assn. of Los Angeles is presenting W. Thomas Craig as a candidate for trustee of N.A.L.U.

What actually happened was that the trustees of Los Angeles Assn. of Life Underwriters in the absence of Mr.

Craig and without any prior commitment from him, adopted a resolution directed to Mr. Craig, urging him to stand for nomination as an N.A.L.U. trustee in 1953. Due to errors in transmission it was not made clear to the editors of THE NATIONAL UNDERWRITER that this was in no event a 1952 matter, nor was it made sufficiently clear that it was also incorrect to say that his name was being presented as the candidate for trustee, even in reference to 1953.

Mr. Craig had been out of the city and found the resolution that was addressed to him in his mail on his return. He is general agent for Aetna Life.

The resolution was proposed by Mark S. Trueblood of Union Central Life, who is immediate past president of the Los Angeles Association.

Robison Head of Counsel Federation

New officers elected by Federation of Insurance Counsel officers at its annual meeting at Chicago this week are Charles B. Robison, Chicago, president; Kent H. Meyers, Cleveland, executive vice-president and president-elect; William W. Mitchell, Memphis, secretary-treasurer.



C. B. Robison

Vice-presidents are Gregory Brunk, Des Moines; S. H. Copelin, Philadelphia; A. P. Feen, Burlington, Vt.; Roger Lacoste, Montreal; Henry M. Gallagher, Mankato, Minn.; A. E. Smith, Columbus, Ga.; and Robert F. Maguire, Portland, Ore.; board of governors, John A. Appleman, chairman, Urbana, Ill.; James B. Dempsey, White Plains, N. Y.; Bert Strubinger, St. Louis, and George W. Woodliff, Jackson, Miss.

Nashville Insurers Pay Dividends

National L. & A. will pay a dividend of 12½ cents a share Sept. 1 and Life & Casualty will pay 15 cents a share on Sept. 10.

Joseph M. McCarthy, associate editor of the Spectator, will shortly join Union Labor Life as advertising manager, succeeding Alfred D. Sileo, who has gone with United States Life.

U. S. Life Puts Karam, Sileo in Sales Promotion Posts

NEW YORK—United States Life has named Edmond F. Karam supervisor and Alfred D. Sileo assistant supervisor of its expanded sales promotion department. The department will be responsible for direct mail, brokerage material, agency house organ and all other promotional material.

Mr. Karam, who has degrees from the College of the City of New York and Columbia, joined U. S. Life in 1948

after having been a direct mail copywriter and serving on the "Eastern Underwriter" editorial staff.

Mr. Sileo, who is a graduate of New York University and is completing his graduate study requirements, was formerly advertising manager of Union Labor Life, going there in 1947 after serving in the insurance and other departments of the veterans administration in New York City. His duties will include editing the "Ambassador," the agency house organ. He is an army veteran.



Complete-

personal insurance service!

- ☒ Life
- ☒ Health
- ☒ Accident
- ☒ Hospitalization
- ☒ Medical and Surgical Reimbursement
- ☒ Group
- ☒ Salary Savings
- ☒ Franchise
- ☒ Wholesale
- ☒ Brokerage
- ☒ Reinsurance

Registered Life Protection

Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$390,000,000.00

CENTRAL STANDARD LIFE

Founded 1905 — INSURANCE COMPANY

211 W. Wacker Drive Chicago 6

All forms of Life - Accident & Health

ALFRED MACARTHUR
Chairman of the Board

E. H. HENNING
President

AMONG COMPANY MEN

J. Brookes Smith to Retire from Baltimore Life

J. Brookes Smith, first vice-president and actuary of Baltimore Life, will retire Sept. 1. He is a graduate of University of Virginia and for a time was professor of mathematics at Hampden-Sydney College. After serving in the first war he entered insurance as assistant actuary of Jefferson Standard Life, and four years later went with Shenandoah Life as actuary. In 1931 he became Baltimore Life's first actuary. In 1936 he became secretary and actuary, and in 1943 took on his present duties. He is one of the Middle Atlantic Actuaries Club charter members.

His son, J. Brookes Smith, Jr., is assistant actuary of Maryland Life.

Bentz Agency Assistant

Philip H. Bentz, formerly of the agency department of Home Life, has been appointed agency assistant for Philadelphia Life. He was with Home for four years and previously had been with the Boettner agency at Philadel-

phia as planning manager. He attended the University of North Carolina and is a navy veteran of the last war.

Prudential Promotes Hook, Appoints Brasher, Wilson

Prudential has advanced Albert M. Hook, regional manager at Los Angeles, to director of field service. The company has also appointed James Brasher assistant director of agencies for region T, and William R. Wilson assistant director for region Q. Both regions comprise 11 western states.

Mr. Hook joined the company at Newark in 1933. In 1947 he was named staff assistant there and the following year, regional staff assistant at San Francisco. He became assistant regional manager for region T in 1949, and regional manager in 1950.

Mr. Brasher went with the company at Glendale, Cal., in 1948. In 1950 he was named staff manager at Albuquerque. He was appointed training consultant at Los Angeles last January. Mr. Wilson was also a training con-

sultant at Los Angeles. He joined the company at Alhambra, Cal., in 1940, and became staff manager there in 1949.

N. W. Mutual Names Three as Officers of Company

H. Keith Frey, law department; Francis E. Ferguson, mortgage loan department, and William M. Snell, actuarial department, have been named officers of Northwestern Mutual Life.

Mr. Frey, who joined the company in 1947 as an attorney, will be an assistant counsel. He received his B.A. in engineering in 1940 at Carroll College, and an LL.B. in 1946 from the University of Wisconsin law school. He was in the office of the state attorney general before joining Northwestern Mutual.

Mr. Ferguson will be assistant manager of farm loans. He is a graduate of and received his bachelor of science degree in agricultural economics at Michi-



H. Keith Frey



F. E. Ferguson



William M. Snell

gan State College and was with National Farm Loan Assn., Federal Land Bank of St. Paul and Michigan State College before going to Milwaukee in 1951 as a specialist in the mortgage and loan department of Northwestern Mutual, with supervision of the field force in farm loan activities.

Mr. Snell, appointed as assistant actuary, has been with Northwestern Mutual since 1947. He is a supervisor in the actuarial department in charge of the mathematical division. He received his B.A. and his master's degree from University of Michigan and is a fellow of Society of Actuaries.

Paul Revere Ups Beebe to Group Vice-President

Allison S. Beebe has been elected vice-president and manager of the group department of Paul Revere Life. He succeeds Thomas H. Kirkpatrick, who was recently elected vice-president and actuary.

Mr. Beebe joined the company earlier this year and had been serving as director of group sales. Previously he had been with John Hancock as assistant director of group sales and group manager at Buffalo. He is a navy veteran.



A. S. Beebe

Lawson Vice-president of National Life of Canada

National Life of Canada has named Harold R. Lawson vice-president and managing director to succeed L. C. Bonycastle, who will continue as a director. Mr. Lawson was formerly vice-president and actuary of Paul Revere Life. He is a fellow of Society of Actuaries.

N. W. National Life Names Preston, Tallman Actuaries

R. F. Preston, formerly group actuary, and Richard H. Tallman, formerly associate actuary, have been given the



R. F. Preston



R. H. Tallman

title of actuary by Northwestern National Life, and will share the responsibilities of that office. Charles F. Pestal and Ralph Goebel, have been promoted to associate actuary and assistant actuary, respectively.

Mr. Preston joined Northwestern National in 1925, having previously been with the Iowa department. Mr. Tallman was associated with the department of insurance of Canada before joining N. W. National in 1941.

A Top Opportunity

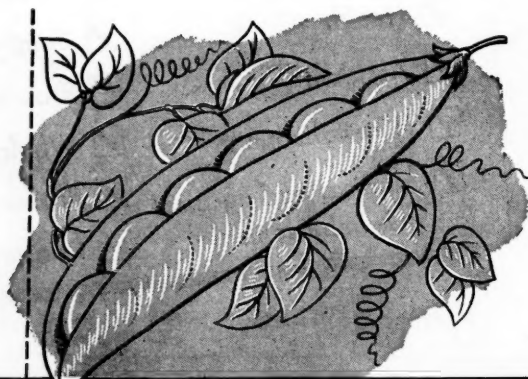
Somewhere in the life insurance world there is a man who seeks an outstanding opportunity with a hard-hitting, close-knit organization. To such a man, this message should be of deepest interest.

Have you had at least four or five years of successful life sales or life insurance editorial experience? Do you write well? Do you like to write? Do you have a good platform personality? Can you get along well with high caliber associates? Are you keen mentally and fast on the trigger? Do you like the idea of fresh air and sunshine, with only 20 minutes to the office? Would living in a mid-western city of 500,000 appeal to you and your family? Are you age 40 or under?

Here is an unusual opportunity for the right man, for the man who seeks a richly-satisfying, happy, congenial, lifetime career position with unlimited growth potentials. The organization is one of the nation's leading life insurance service houses.

If you plan to attend the NALU Convention in Atlantic City, a preliminary appointment can be arranged for there if you will send full details about your past experience, income, family and personal history plus a recent photograph by air mail. Every communication will be regarded as wholly confidential.

Box M-94
The National Underwriter
175 W. Jackson Blvd.
Chicago 4, Ill.



all the Peas in a pod
are NOT alike!

They may look alike, but some are smaller and some are larger. They're different, like people. And in the recognition of this simple fact lies the secret of American United's pleasant relations with its field staff.

American United's sales policy is geared to individuals and not to averages. Sure, American United has tracks to run on, for the beginner . . . good tracks that help him get used to the business. But most sales tools, and there are a lot of them, are designed with enough flexibility to enable our folks to add the all-important personal touch.

This results in an atmosphere of mutual understanding and helpfulness: ideas filter up from the field, suggestions filter down from the home office. The net result is a new record of GOOD sales for a 75-year-old company, and a profitable association for representatives.



AMERICAN UNITED LIFE INSURANCE COMPANY

HOME OFFICE, FALL CREEK PARKWAY AT MERIDIAN ST.

INDIANAPOLIS, INDIANA

LIFE AGENCY CHANGES

E. B. Thurman, Jr. Joins Bartholomay & Clarkson

E. B. Thurman, Jr., since 1946 assistant to his father, E. B. Thurman, Sr., general agent for New England Mutual Life at Chicago, has joined the Bartholomay & Clarkson general insurance agency there as manager of its life department. He succeeds the late Stewart W. Cushman.

M. Thurman got his start in insurance while in high school working part time at his father's agency there for two years before army service. He is a C.L.U. and a member of the Illinois bar.



E. B. Thurman, Jr.

Occidental of California Names James at Davenport

Occidental of California has named Ellsworth O. James branch manager at Davenport, Ia., to succeed Fred I. Smith, who transfers to the brokerage staff at Chicago.

Mr. James was formerly assistant manager for Metropolitan at Des Moines. He entered the business with that company at Waukegan, Ill., in 1947. He is past president, vice-president and secretary of the Lake County (Ill.) Assn. of Life Underwriters.

Mr. Smith joined the company at Chicago in 1947, and moved to Davenport last year. He has been in the business since 1939.

Baldwin in New Post

Thomas E. Baldwin has been promoted from regional sales manager in the group department of Mutual Benefit H. & A. and United Benefit Life at Philadelphia to regional manager in charge of the newly opened Chicago group office. William F. Nicholson, group representative at Philadelphia, has been promoted to regional sales manager there.

The Philadelphia group office has been moved to larger quarters at Room 1814 Fidelity-Philadelphia Trust building.

Greer Changes Companies

Thomas W. Greer, III, Richmond manager for Liberty Life, has been appointed regional manager there for Philadelphia Life. He was formerly assistant superintendent of agencies for Liberty and previously had been with Atlantic Life at South Boston, Va. He is a graduate of the Purdue marketing institute and a seven-year army veteran.

Appoint Nordeck, Mazza

Equitable of Washington, D. C., has appointed Paul H. Nordeck district manager at Wilmington, Del., and Ernest J. Mazza staff manager at Arlington, Va. Mr. Nordeck was formerly staff manager at Charleston. He has been with the company since 1935. Mr. Mazza joined the company in 1948.

Group Graduates Assigned

Seven graduates of Pacific Mutual's group insurance school have been assigned to regional group offices as follows: Edward W. Lowes, Michigan State College graduate, to Chicago; Robert E. Roeder, University of Nebraska, San Francisco; Clifford M. Svihart, Wesleyan University, Philadelphia; A. Leslie Thornton, Jr., University of Virginia, Los Angeles; William Tomkiel, Trinity College, Cleveland; Einar E. Valde, University of Wisconsin, Indianapolis, and Elbert C. Young, Jr., Trinity, to Dallas.

Guardian Appoints Acre New Manager at Detroit

Guardian Life has appointed Richard S. Acre manager at Detroit. He entered the business in 1946, shortly after his separation from service, and was a personal producer for the next four years. He has been in brokerage and supervisory work since 1950.

Kelty Joins Southland Life

John R. Kelty has been appointed assistant agency manager for Southland Life at Portland, Ore. He is a graduate of University of Oregon and an army veteran.

He entered life insurance business in 1947 as an agent with Occidental Life. Later he became agency supervisor for Massachusetts Mutual at Portland.

Moser to White Agency

Carroll L. Moser, training consultant in the western home office of Prudential, has been promoted to associate manager of the Jack White agency at Los Angeles.

His insurance career began with Prudential's San Diego agency in 1949. In 1950 he was promoted to assistant manager of that agency and was named training consultant in 1951.

Prior to joining the Prudential, he was with real estate and investment firms in Beverly Hills and San Diego. He is a navy veteran of the last war.

Prudential Reassigns Davis

Howard W. Davis has been reassigned as associate district group sales manager at San Francisco for Prudential after serving 17 months in the air force.

He joined Prudential in 1947 at Newark in the group service division. In 1948, he was appointed home office representative at Seattle and in the following year he was promoted to district sales manager there. He became associate district group sales manager at San Francisco in 1950.

During the last war he served five years in the air force and was recalled early last year.

Chicago Home Office Life Underwriters Assn. held its annual golf outing at Nordic Hills country club. Arrangements were in charge of Todd Lipinski, United Ins., and George Wolf, Continental Assurance, association president.

ASSOCIATIONS

Ohio Trustees Meet Oct. 31

Trustees of Ohio Assn. of Life Underwriters will meet at Columbus Oct. 31. It is expected that some of the trustees will attend the advanced life underwriting seminar to be held at Ohio State University at that time.

Set California 1953 Meeting

The 1953 annual meeting of California Assn. of Life Underwriters will be held at Riverside June 18-20.

Miami—National quality awards were presented to 42 members at the August meeting. Winston W. Wynne, manager for Connecticut General Life, presided for the first time as association president.

Chicago—Earl C. Jordan, Massachusetts Mutual Life, and Edson Chapman, Metropolitan Life, are co-chairmen of the Life Underwriting Training Council committee. Classes are scheduled to begin Oct. 22 and will run through April 30. Instructors are Robert Lubin, Equitable Society; Carl E. Lindstrom, Travelers; N. F. Capella, John Hancock; James M. Tibbets, Lincoln National Life; W. G. Van der Voort, Connecticut Mutual, and Edward W. O'Shaughnessy, Equitable Society.

Balance helps spell **SUCCESS** *for*

PROVIDENT LIFE PRODUCERS

Provident Life Producers say balance helps spell the difference in successful selling—a balance which provides on one hand a saleable line of coverages for the prospect . . . and well-rewarding financial compensation for the producer on the other.

The financial compensation provides present and future financial security—in the form of a liberal scale of first-year commissions, nine renewals, service fees, a non-contributory pension plan and a persistency bonus.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY
CHATTANOOGA

1887... 65th Year... 1952



ACCIDENT AND HEALTH

N. Y. Agreement on Filing Group A.&H. Forms Delayed by Injection of Rate Angle

As a result of the insistence of the New York department on more detailed provisions regarding rates and commissions for group A. & H. insurance, the conference held last week between the department and an all-industry policy forms committee, with a view to formalizing the rules and procedures for filing of policy forms in that field, was unable to complete its work.

The company committee, named some time ago and consisting of representatives of H. & A. Underwriters Conference, Bureau of A. & H. Underwriters, American Mutual Alliance, Life Insurance Assn. of America and American Life Convention, with R. A. Hohaus of Metropolitan Life as chairman, had had a meeting with the department in July and at a later session of its own agreed on a proposed regulation, which was drafted by Milton Ellis of Metropolitan and submitted to the department.

At the meeting last week the department men came back with a revision of that draft. The committee's proposal merely stated that rates should be filed, but the department revision went into that matter at great length. Most of the committee members were not rating experts and felt that they were not qualified to deal with the new issues thus presented. A new committee on rates and

commissions is therefore being formed to handle that angle.

It will now be impossible to get the new regulations completed before Sept. 1, when a new New York law, imposing penalties for failure to comply with filing procedures, is to become effective and the department is expected to suspend its operation until they can be set up.

Conference Underwriting Forum Agenda Given

Details have been announced of the program for the underwriting forum of H. & A. Underwriters Conference at Cincinnati, Sept. 23-24.

After opening remarks by E. F. Brewer, Republic National Life, underwriting committee chairman, H. Lewis Rietz, Lincoln National Life, chairman of the conference executive committee, and C. O. Pauley, conference managing director, there will be reports of the subcommittees on manuals, underwriting and underwriting forms. The first speakers will be J. McCuiston, Woodmen Accident, and Charles D. Scott, Great American Reserve, on "Renewal Underwriting." Dr. John J. Phair, University of Cincinnati, will discuss "Concepts of Occupational Health Programs."

The second morning there will be an open forum with C. M. Barry, Ohio State Life, in charge. Underwriting limits will be discussed by J. M. Wickman, Mutual Life of New York; stack-

ing of hospital policies by A. M. Hansen, Mutual Benefit H. & A., and "Over-Age Risks" by E. B. Forsythe, Illinois Mutual Casualty.

Training of home office underwriters will be discussed by Duward Ulfers, Mutual Benefit H. & A., and J. N. Cray, Connecticut General Life.

The meeting will conclude with a case clinic with Roy A. MacDonald of the conference staff as moderator. Participants will be Ward Beall, North American Life & Casualty; J. T. Halverson, Washington National; Abe Kite, Sterling of Chicago; T. T. McClintock, Fidelity H. & A. Mutual; V. J. Nutt, National Travelers; H. J. Orpen, Economical Mutual Fire; H. E. Sohm, Wisconsin National Life, and O. C. Yuerhs, Farmers & Traders Life.

SALES MEETS

Mutual Life Leaders End First of Five Regionals

Central division producers of the National Field Club of Mutual Life have just concluded the first of five regional two-day gatherings of leading producers and home office officials at Chicago.

The company's Top Club members will confer Sept. 3-5 at Bretton Woods, while other meetings have been set as follows: Eastern division, Sept. 16-17, Atlantic City; southern division, Sept. 26-27, Roanoke; western division, Oct. 2-3, Coronado, Cal.

Home office officials participating in the conferences will be Louis W. Dawson, president; Roger Hull, executive vice-president, and Stanton G. Hale, vice-president for sales.

Gibraltar Has Colo. Rally

Gibraltar Life of Dallas held a one-day regional sales meeting at Denver for Colorado agents and general agents. Home office officials in attendance were W. E. Nettle, president; W. T. Weaver, vice-president and secretary, and Carl M. Young, regional director of agencies. Mr. Nettle reported an increase in new business in Colorado the last six months of 257%. Following the meeting those in attendance were guests of Mr. and Mrs. Young at a barbecue dinner and lawn party at their home.

The company's general convention was held this week at Banff, Alta.

National Reserve Holds Outing

National Reserve Life is holding an agency convention at Gull Lake, Brainerd, Minn. It is a pleasure outing with a limited business session for about 100 agents and wives from the north central territory.

POLICIES

John Hancock Issues New Double Protection Policy

John Hancock will issue a new monthly debit ordinary policy, called the double protection 20-year endowment policy. It combines equal amounts of 20-year endowment and 20-year term during the double-protection period. The sum insured, representing the double protection, is payable to the beneficiary in the event of the insured's death prior to maturity of the policy. The maturity value, representing the endowment portion of the policy, is one-half of the sum insured, and is payable to the insured if he is living on the maturity date. Thus, a policy issued for \$1,000 will mature in 20 years as a \$500 endowment.

Juvenile policies on the plan will be written at ages 0 to 14, and adult policies will be written at ages 15 to 55. The regular limits for both juvenile and adult MDO insurance will apply.

United Home Liberalizes War Clause Underwriting

United Home Life of Indianapolis has liberalized its war and aviation rider.

Main classes of applicants to which this rider will apply are members of the armed forces on active duty; members of the national guard or an organized reserve (including volunteer reservists) in a "drill pay" status; members of a reserve who have been called or alerted for active duty; all who have been ordered to report for induction whether voluntary or otherwise; males under age 26 who have been pilots, bombardiers, navigators, etc., in the flying branch of any armed service; males under age 26 with less than two dependents, and males age 26 through 29 with no dependents where the plan is convertible term, supplemental term or monthly income benefit.

Scarborough Buys Control

Y. Wilcox Scarborough, president of Atlantic Coast Life, has purchased the company interests of his business partner, Jesse W. Orvin. The two founded the company 27 years ago with a borrowed capital of \$10,000 when they were district managers for other companies. At the end of 1951, the company had premium income of more than \$2 million and \$51 million in force.

Guarantee Union in Nevada

Guarantee Union Life of Los Angeles has been licensed in Nevada. It also operates in Oregon and Washington, as well as in California.

Let's Talk

IT'S ATLANTIC CITY TIME —

—and we hope you're going. If so, you'll find a hearty welcome at the R & R Exhibit which will be at the Haddon Hall Hotel.

We'll have much that is new, and much that you'll want to see in the way of sales aids and sales training materials, so plan on spending half an hour or so with us. On hand to greet you will be

Hib Rust, C.L.U.
President

Alden Palmer
Chairman of the Board

Hal White, C.L.U.
Vice president and Director, Advanced Underwriting Division

Jack Bleecker
Associate Director, Sales Training Division

Phil Lawton
Editor, Management Plans Division

Jimmie Love
Editor, R & R Magazine and Weekly News Review Digest

**N.A.L.U.
Convention
Atlantic City
Sept. 8-12**

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**



**A Combination Company offering
all forms of Ordinary Life, Weekly
Premium Life, Hospitalization,
Health and Accident, and Credit
Life Insurance.**

\$121,737,061.85

Life Insurance in Force June 30, 1952

Our 45th Year of Service



61ST YEAR OF SERVICE

FRATERNALS

Royal Arcanum to Have Gov. Dever as Jubilee Speaker

Royal Arcanum will have Gov. Dever and Insurance Commissioner Sullivan of Massachusetts as speakers at the opening session of its diamond jubilee convention Sept. 2-6 at Swampscott, Mass.

The following day the convention party will go to 1066 Washington street, Boston, former home of Darius Wilson, organizer of Royal Arcanum. There will be a dedication ceremony at which a bronze plaque will be affixed to the building.

In addition to the delegate body and visiting members of the order, about 60 prize winning insurance producers who won the trip as a reward for their production will be on hand.

Dedicate Plaque to Dawes at N.F.C. Boston Meeting

One of the outstanding features of the annual convention of National Fraternal Congress at Boston Sept. 22-25 will be the dedication on Sept. 23 of a bronze plaque, erected by the congress on the front of Boston's James P. Tumulty school in Elliott Square, to the memory of William Dawes, an unsung hero of the Revolutionary War, who rode to sound a warning on the same night that Paul Revere made his highly publicized horseback ride.

The tentative program for the dedicatory exercises calls for Luke E. Hart, Maccabees, N.F.C. president, to present the marker to the city of Boston. H. Y. Muchnick, chairman of the school committee of Boston, is slated to accept for the city and for the school board. James J. Sullivan of the Massachusetts Historical Society is scheduled to deliver the dedicatory address.

This project was suggested by and is being sponsored by N.F.C.'s public relations committee, headed by Farrar Newberry, president of Woodmen of the World Life. All of the advance details in Boston have been handled by A. S. Branco, supreme secretary of Portuguese Continental Union of the U. S. A.

Complete Program for N.F.C. Press Section Meet Sept. 23

The program for the press section of National Fraternal Congress at Boston has been completed. This meeting will be Sept. 23 and will be opened by Joseph F. Walsh, Catholic Knights of Wisconsin.

Luke E. Hart, Knights of Columbus, N.F.C. president, and Ernest R. Deming, Unity Life & Accident, N.F.C. vice-president, will extend greetings. Guest speaker will be Kenneth C. Pratt, editor of State Magazine and president of K. C. Pratt, Inc., of New York city.

Others taking part in the program will be Richard E. Jeanes, Royal Neighbors, section president; Rex James, Praetorians, vice-president; Mrs. K. K. Miller, Woodmen of the World (Denver), secretary, and Thomas J. Carroll, Catholic Order of Foresters.

Mrs. Jeannie Willard, Woodmen Circle, past president of N.F.C., will install new officers.

Celebrate Benz Golden Wedding Anniversary

Mr. and Mrs. Alex O. Benz, Appleton, Wis., celebrated their golden wedding anniversary with a reception and dinner there. Their five children and 12 grandchildren were among the guests. Mr. Benz is president of Aid Association for Lutherans and a past president of National Fraternal Congress.

Equitable Advances Chaille, Harvey

Equitable Society has appointed Joseph H. Chaille and Walter M. Harvey, Jr., 2nd vice-presidents.

Mr. Chaille has been superintendent of the group department and will remain in that department. He joined the company at Jacksonville, Fla., in 1929 and served there as assistant to the agency manager and as group supervisor. In 1937 he became assistant to the late Vincent S. Welch, then 2nd vice-president. After army service he returned to Mr. Welch's staff and in 1949 became group department superintendent.

Mr. Harvey, a graduate of University of Washington, was with the Ashforth real estate and mortgage firm at New York City from 1926 to 1933. He went to Equitable in 1933, later being given charge of New York City mortgages.

Mallon Heads Group Department

John J. Mallon, who has been metropolitan New York City group manager, has been named manager of the group department, this position having been unfilled since the advancement of A. E. Elander to 2nd vice-president some months ago.

T. J. Attridge, formerly associate manager of the group department, becomes deputy manager, a newly created position.

E. F. Rose, associate superintendent of the group department succeeds Mr. Chaille as superintendent.

Smither Nominated for National C.L.U. President

(CONTINUED FROM PAGE 1)

two J. W. Smithers in the Smithers & Sons agency.

Mr. Smither, Jr., has been very active in insurance organization affairs, serving as president of General Agents & Managers Assn. of New Orleans in 1947, as well as president of New Orleans C.L.U. chapter and the Assn. of C.L.U.'s of Union Central Life. He has served as national committeeman of New Orleans Assn. of Life Underwriters and has been active in American Society affairs since his election as a director in 1946.

Final Touches Put on Card for L.O.M.A. Annual Meeting

(CONTINUED FROM PAGE 4)

posum on organization. Participating will be George E. Brown, personnel executive Sun Life of Canada; Harold A. Finley, general supervisor planning and methods, co-ordination division, Metropolitan Life; Victor E. Henningsen, comptroller Northwestern Mutual Life; Willard D. Holt, manager accounting department Provident Mutual Life; Burgh S. Johnson, comptroller Guardian Life; Charles B. Laing, 2nd vice-president of Prudential; Hess T. Sears, 2nd vice-president Equitable Life of Iowa, and Henry E. Thomas, 1st vice-president Shenandoah Life.

There will be an industrial committee luncheon Tuesday, and in the afternoon there will be a discussion of the report of the association service study committee by chairman W. P. Barber, Jr., secretary Connecticut Mutual Life. There also will be demonstrations of the various office machinery and equipment that is to be on display after which there will be a reception for 1952 L.O.M.A.I. fellows.

"Personnel Problems Relating to Women Employees" will be the subject of Mrs. Vera Green, assistant secretary-treasurer of Botwink Brothers of Massachusetts. Methods of combating current personnel shortages will be the subject of a concluding panel discussion. Speakers and their topics are George A. Harper, assistant vice-president Bankers

Life of Iowa, "Successful Recruiting Methods"; Tom J. Gorham, personnel manager Home Life of New York, "Effective Emergency Measures"; Richard Barry, personnel division Metropolitan Life, "Training Supervisors to

Train"; Herbert L. Rhoades, 3rd vice-president and personnel officer Metropolitan Life, "Conserving the Work". Louise M. Newman, personnel director Northwestern Mutual Life, is session chairman.



Introducing... a new sales partner of Nalac fieldmen — our new Self Contained Merchandising Kit. There's a kit for every major Plan. Each one contains 9 key items:

- 1) Planning Guide; 2) Motivator;
- 3) Fingertip "Fact Sheet"; 4) Proposal Blank; 5) "How-It-Works";
- 6) "How-To-Sell-It"; 7) Sample Pre-Approach Letter; 8) Lead-

Getting Device; 9) Advertising Blotter.

Practical? Indeed! Our fieldmen themselves supplied the basic ideas.



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HOME OFFICE: MINNEAPOLIS, MINNESOTA

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J. E. SCHOLEFIELD, Vice-President
Director of Agencies

KEYED TO MODERN NEEDS

The ILLINOIS MUTUAL CASUALTY COMPANY, home office — Peoria, Illinois, has the tools with which you may build the best Accident—Sickness—Hospital—Medical—Surgical and Polio insurance business in your community. Over 40 years' experience in insurance confined exclusively to this field. Desirable agency openings in Illinois, Indiana, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

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The real test of the worth of a sickness and accident policy comes at claim time.

So the right kind of claim service is all-important . . . to the policyholder . . . to you who stake your reputation in selling the case.

As a leader in the non-cancellable disability field, we invite comparisons of benefits . . . of premiums . . . of service. But we especially welcome your attention to the manner in which we treat the policyholder.

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WORCESTER 2, MASSACHUSETTS

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Agency representation in the 48 states, the District of Columbia, Hawaii and Canada

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Sales Ideas That Work

PROVIDENT MUTUAL RALLY

Linton Describes Bright Future for Life Agents

An economic future that augurs well for the life agent as well as several successful sales ideas were described at the annual meeting of the top production club of Provident Mutual Life at White Sulphur Springs, W. Va.

The Provident Round Table was told by M. Albert Linton, president, that the country "has the makings of a future that will surpass anything we have ever known." Barring the possibility of an all-out war, he opined that a major recession is unlikely, even if defense spending should taper off.

Among the reasons he gave as a basis for this optimism were intensive industrial growth, great increase in population, increasing employment, rapid growth of science and technology in industry, a growing reservoir of savings that is likely to cushion any decline in the economy and industrial growth and obsolescence, new processes and materials, and greater and more varied needs of local and state governments serving to increase demand for goods and equipment.

Where to Put Sales Emphasis

"Life insurance is a good buy today," Mr. Linton said, "whether we're considering the short or the long-range outlook." He pointed out that, in event of an insured's death during the first policy year, the return to his family would be 30 to 40 times the premium paid. If death occurred in the 10th year, the return would be three to four times. "No common stock program can guarantee this return," he said.

For the long run, Mr. Linton remarked that sales emphasis should be placed on the savings element because there is a good chance that prices will someday decline and that the benefits will be paid in dear dollars from premiums paid in cheap dollars. He also stressed the importance of four life insurance guarantees not found in any other form of investment: Face of policy available 100 cents on dollar in event of death; guaranteed liquidation values during lifetime; guaranteed privilege of life income, and direct payment to beneficiary.

James H. Cowles, agency vice-president, presented round table qualifiers and winners of persistency awards, after which J. Stirling Rickards, Chicago, described his most interesting case of 1952. Mr. Rickards' sale, an unusual one resulting in \$25,000 of business, highlighted the fact that continuous prestige prospecting, plus conscientious attention to the client's needs, are important factors.

Keeps Up-to-date File

Robert S. Albritton, Los Angeles, a life qualifying, repeating member of the Million Dollar Round Table, outlined the methods that have made him a substantial producer. He set a goal of having between 500 and 1,000 loyal clients. He keeps a complete file on each client on which is recorded all pertinent data and has built a time control procedure around an appointment book, a birth-date card file, a production ledger, and a loose-leaf desk diary in which requests for service and information are noted.

Following a C.L.U. breakfast, presided over by Miss Alice E. Roche, director of sales education, Thomas A. Bradshaw, vice-president, opened a panel session devoted to the company's new business insurance course. Leader was Clarence W. Markham, Ann Arbor, assisted by John W. Carnahan, Sharon,

Pa.; Robert H. Crowell and Thomas F. Irwin, Philadelphia; and Jack Wardlaw, Raleigh, N. C.

Presiding at the final session was F. Phelps Todd, vice-president. Each of the two speakers, who discussed "Selling in Today's Profitable Markets," are members of the Million Dollar Round Table.

Garnett Y. Clark, Annapolis, outlined four factors that have contributed to his increased production:

1. The importance of an underwriter's concentration on his natural nest of prospects. "Essentially," said Mr. Clark, "people buy from those they know and like. By staying close to home, the agent conserves his time and gains the prestige that comes from successful selling."

2. "Time-consuming and entangling sidelines should be avoided," he said. His sales have increased substantially since giving up a number of non-essential activities.

3. The ability to tell the simple story of life insurance—clearly, simply, and well, should be developed. The story should be told in a language the prospect can understand.

4. The concept of the complete life insurance program should be planted early. "Sell not only a policy—sell yourself," he said, "and you'll have a client. Then, as he grows, you'll grow—and your prospecting problems will solve themselves."

Opportunity Best Ever

Ray W. Druckenmiller, Allentown, Pa., who edged out Mr. Clark to become Provident Mutual's 1951 paid-for leader, said that opportunities for the sale of life insurance are greater than ever before. He attributed his encouraging outlook to these factors: Greater public acceptance of life insurance; need of increased protection resulting from decrease in value of the dollar; comparison of life insurance in force per person to individual income shows public underinsured by relative comparison of similar figures for previous years; needs of new family units; needs of new businesses, and higher commissions.

Mr. Druckenmiller told how life insurance can help business men accumulate cash reserves for future use under today's difficult tax situation, citing as examples key-man insurance, profit-sharing trusts, and deferred compensation agreements.

New Shenandoah Managers

Shenandoah Life has named Boyce W. Harvey manager at Richmond during the absence of H. J. Brooks. He was with Prudential there for two years after returning from air corps service and then entered the automobile business.

W. Davis Merritt has been named manager at Hickory, N. C. A graduate of Duke University, he was with Retail Credit Co. and then with Jefferson Standard, first as claim inspector and later as district manager at Hickory, and since 1950 regional manager for Franklin Life.

The A. R. Klein agency of Home Life at Chicago reports an increase of 75.8% for the first half of 1952 as compared with the same period a year ago. Twenty-eight of the company's agencies show a substantial increase for this same period. Don H. Roseroot, Bernard M. Marks, and Gunnard O. Hagen are leading producers.

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C.L.U. Institute Treats Advanced Topics

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employe but gives him a deferred annuity starting at age 65.

In general, the unions are against profit-sharing plans, preferring pensions that are a specific obligation of the employer. The unions are in favor of joint administration of pension funds, though usually they want no part of the investment of the money.

A high point of the first week was the discussion of the entity concept of partnerships as against the aggregate concept. In the former, the partnership is treated much more like a corporation than like an aggregation of individuals.

Robert J. Lawthers, director of benefits and estate planning of New England Mutual, said that a recent change in the attitude of the Treasury department has caused many conservative authorities to believe that in selected situations use of life insurance paid for by and owned by the partnership itself, as an entity, for purposes of buying out a partner's interest at his death, is a safe course and one that has the merits of avoiding the difficulties and complexities inherent in having each partner own a policy on each of the other partners.

The older method, he said, becomes particularly cumbersome and may even result in policies too small for a company to issue when a large number of partners is involved.

Nature of Partnership Interest

Mr. Lawthers said that there have been various theories as to the exact nature of a partnership interest. One is that each partner has a separate, individual, undivided interest in every asset of the partnership while an alternative and in general more "respectable" theory is that an individual partner has no direct ownership in the assets of the partnership but that on the contrary the various partnership assets are owned by the partnership as an entity and what each partner owns is a "chose in action" or the right to share in the management of and the profits of the partnership, pursuant to the partnership agreement, and the right to an accounting and to share in the distribution of assets upon liquidation of the partnership.

"If one were to have a policy owned by a partnership, then, on the basis of the former theory, whenever an individual ceased to be a partner there would be a transfer of the policy from him because he had an interest directly in the policy of the partnership assets," said Mr. Lawthers. "Under the latter theory he has no such interest. Up until fairly recently the Treasury department has held to the former theory in connection with the cost basis of certain property but following a number of court decisions to the contrary has now come around to the recognition of the latter theory for such purposes.

Earlier Fears Well Founded

"Until this change in the attitude of the Treasury department one legitimately had fears in attempting to use a policy owned by the partnership for purposes of buy-out agreements, but the recent change in the Treasury department's position has changed the thinking of many conservative authorities, and one now finds, for selected situations, a use of insurance paid for by and owned by the partnership, as an entity, for purposes of buying out a partner's interest at his death."

Mr. Lawthers suggested that when individual ownership of policies would cause difficulties because of the number of policies required, difficulty on account of minimum size of policy, expected income tax difficulties upon the death of the second partner to die or on the death of a partner following any change in the composition of the partnership, the entity concept of partnership be employed.

TYPE OF AGREEMENT

This would involve an agreement to the effect that upon the death of any partner the surviving partners shall forthwith succeed to the partnership business and every asset of the previously existing partnership, including the right to use the firm name, good-will, etc., and that upon such death a suc-

ceeding partnership composed of the survivors shall forthwith come into existence. The deceased partner is to have no right to have the partnership liquidated or to demand an accounting or to receive anything on account of the partnership or its assets except as provided in the agreement. In considera-

tion of all this, the succeeding partnership agrees to make payment to the deceased partner along specified lines.

To implement this agreement with insurance the partnership as an entity takes out and pays for one policy on each life. The partnership as an entity pays the premiums. The present part-

WANT ADS

Rates \$13 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ACTUARIAL STUDENT

Fast growing Boston company writing life, non-cancellable disability and group insurance has an opening for a student who has passed 3 to 5 Society of Actuaries examinations. Unusual opportunity for advancement. Please give full particulars including approximate salary expected. Inquiries will receive confidential treatment. Address M-97, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARIAL STUDENT who just finished his junior year and passed part one of actuarial examinations seeks an employment for a year to gain some practical experience before returning to school for his senior year. No preference as to location. Interested in position which would permit him to devote some time to review mathematics necessary for parts two and three of actuarial examinations. Age 21, favorable draft status; good appearance, family and educational background. Address N-5, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

An Opportunity

A recently organized, well financed, upper Midwest stock legal reserve company offering life, health and accident coverage now in an expansion program is seeking a general manager. This is not a sales position. An excellent opportunity for a qualified junior home office executive. Stock ownership rights available. Reply in strictest confidence to Box N-7, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY WANTED

Preferably between the ages of 35 and 45. For executive position in a Pension Consulting Firm. This company has been in the pension field for sixteen years and is well established. An excellent opportunity for right person. Address M-76, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED: SALES PROMOTION MANAGER:

To take full charge of an established Sales Promotion Department of a 50 year old, rapidly expanding, billion dollar Life and A & H company. A good background in both Life and A & H highly desirable but not imperative. Sales experience helpful. Address M-87, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AVAILABLE

Ambitious Young General Agent with several years of successful experience in Life, Group, Health & Accident. Is seeking opportunity in Home Office as Jr. Executive where ability and progress will lead to promotions and stock ownership. Write in confidence to N-2, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

INSURANCE WITH
IMAGINATION

MONEY IN YOUR POCKET . . . yes, that's what happens when you sell Union Mutual's Noncancellable Guaranteed Renewable Disability Income Protection . . . considered the best sickness and accident coverage on the market today by leading life underwriters. But most important are the *extra plus values* with a Union Mutual Non-Can . . . for example . . .

PLUS If total disability lasts 90 days or more, all premiums falling due from date of disability are waived.

Liberal interpretation of the term "Total Disability."

Partial disability benefits for sickness and accident following total disability.

Number of claims unlimited and no average earnings clause.

Last but by no means least, a merchandising plan second to none, including sales talk, direct mail, national and local advertising. Write for booklet, "Money in Your Pocket" at once.

Today it's the PLUS values that make the difference!

UNION MUTUAL

LIFE INSURANCE COMPANY * Home Office
Portland, Maine * Rolland E. Irish, President



MEDICAL DIRECTOR

A Medical Director is needed by a strong, rapidly growing midwestern life insurance company. An unusual opportunity for the right man. Reply giving qualifications and salary requirements. Negotiations in confidence if desired. Address Box M-92, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

nership, its successors and assigns, is specified as the owner of the policy. The beneficiary is the present partnership, its successors and assigns, or a trustee or escrow agent for its benefit, to carry out the agreement for payment to the estate of the deceased insured pursuant to the buy-out agreement.

On the insured's death the succeeding partnership, composed of the survivors, becomes successor to the preceding partnership pursuant to the agreement, and is, accordingly, as the successor to the partnership named in the policy, entitled to collect the proceeds from the insurance company (or if the agreement and policy so provide, a trustee or escrow agent collects the proceeds). The decedent is paid off and the business continues among the survivors.

Mr. Lawthers said that the best opinion seems to be that after the death of one partner no transferee for value problem exists because with respect to the policies on the lives of the survivors, the decedent had not possessed, directly, any incidents of ownership in those policies. If the transfer which will occur from the old partnership to the new one is feared, then any remote danger that there might be in connection with this can be overcome if the transaction is spelled out as a distribution of the policies on the lives of the survivors to all surviving partners and a contribution of those policies to the capital of the new partnership, because both a distribution of a policy in kind by a partnership and a contribution of a policy to the capital of a partnership are exempt, by the internal revenue code, from those transfers which give rise to income tax liability, said Mr. Lawthers.

Under the entity method, he pointed out, the individual partners indirectly pay premiums in proportion to their partnership interest, not necessarily in the proportions consistent with the benefits they may derive. In the entity method, each insured indirectly bears part of the cost of establishing insurance proceeds which will pay him off at his

death and to this extent the situation being similar to that which exists when a corporation agrees to buy out an individual's stock and insurance is taken out and paid for by the corporation for this purpose. The situation is, however, worse in connection with a partnership because for income tax purposes the partnership is not a separate entity and accordingly, each individual, including the insured, pays an income tax on the amount of premiums which he indirectly pays through the partnership.

The possibility of inequities, said Mr. Lawthers, is increased when there is either a considerable difference in the percentage of partnership ownership by the various individuals or there is a considerable disparity in age. The inequities are at a minimum when there is equal ownership and the partners are of approximately the same age.

RULE OF THUMB

As a rough rule of thumb, Mr. Lawthers said that one might consider that five or more partners as a number sufficient to indicate the use of the entity method. Four partners would indicate its use if other factors are favorable to that method and against the use of the cross buy-and-sell agreement whereas with three partners only rarely and when every factor is in favor of the entity method and every other factor is against the use of the cross buy-and-sell arrangement would the entity method be recommended.

The day after Mr. Lawthers' talk, Denis B. Maduro, New York City lawyer and tax authority, discussed the implications of the entity and the aggregate theories in handling partnership life insurance. It is his opinion that there may be considerable danger in the use of the entity theory. He said that the state law frequently determines how far it is safe to rely on the entity concept in that jurisdiction. He is not sure that a partnership could be consid-

ered an entity for purposes only of life insurance and he fears that there would be a transfer for value if policies are transferred after death of a partner or even if carried on by the partnership.

In a comprehensive survey of factors affecting the economic prospects, Martin R. Gainsbrugh, chief economist and director of the National Industrial Conference Board's division of business economics, took a highly favorable view of the business future.

Joseph Trachtman, professor of estate planning at New York University, deplored what he called the "halitosis approach" in which the agent endeavors to alarm the prospect with a description of the dire results of not having business insurance that will keep a wife out of the picture. He observed that sometimes the wife is actually more competent than the husband.

But his main point was that agents should sell business life insurance on a higher level, as professional men, than using the scare technique. He pointed out that there is a basic difference in the attitude of the executor of an estate as contrasted with the dynamic approach of the man who built up the business.

Administering an estate is a difficult and hazardous affair. The administrator is inclined to try to preserve the status quo. Usually he can't afford to take a chance, for while the business profits if his taking a chance works well, the executor is aware that he may be surcharged for losses.

Mr. Trachtman recommended this contrast between ultra-conservatism and the need for the type of dynamic venturesomeness that built up the business as a more professional type of approach for the agent in selling business insurance.

Mr. Trachtman also discussed the dangers involved in gifts to minors because of recent conflicting decisions. He mentioned the Kieckhefer and Stifel, Jr., cases. He said care must be exercised because there is a question whether gifts to minors are not gifts of a future interest and therefore not eligible for the gift tax exemption.

KEY RATIOS

Martin E. Ferst, Philadelphia attorney, discussed the accounting problems in a partnership and showed how various critical ratios from the balance sheet and profit and loss statement can be used as indices of the financial stability of a business. These are related to business life insurance in attempting to determine the business' valuation and hence the amount of life insurance, while there also should be some idea of the "business health" of a firm, for in some cases the business may not be worth insuring.

The partnership as compared with the corporate method of doing business was discussed by Milton Young, New York City lawyer. He also discussed the professional partnership and the methods of liquidating the interests of a retired or deceased partner. He is enthusiastic about life insurance as a method. He pointed out that the professional partnership differs from the ordinary partnership in that good-will created by the partner leaves with him and it differs also because the members of his family cannot step in and continue the business because of its professional character. There are also tax dangers in an improperly drawn liquidation provision and the possibility of double income taxation, he warned.

Discussing pension plans, with particular emphasis on the smaller plans and profit-sharing arrangements, Mr. Maduro mentioned some of the new uses for profit-sharing plans, for example, using life insurance as one of the assets of a plan, the coverage being used to relieve key personnel of the expense of carrying their own insurance programs. Or a profit-sharing plan's funds could be used to buy life insurance on the owner to liquidate his interest. Since the profit-sharing plan is tax exempt this method would be less costly

that if individuals bought policies on the life of the owner.

National Home Life of St. Louis and Midwestern United Life have been admitted to Ohio.

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His flavor was early American

BENJAMIN FRANKLIN was born with something stirring inside of him—something for which there was no standard name.

It showed up strong when Ben was ten, and was expected to go, like a dutiful son, into his father's candle business. But after two years of it, Ben decided he didn't like making candles, and he did an unthinkable thing. He quit. What's the name for that? What do you call a fellow who won't fall tamely into a pattern other people have prepared for him?

Ben tried printing, and he liked that. He tried writing articles for his brother's newspaper, putting his notions down in words, and he liked that better. But when he found he had nothing more to learn on the job, he took off for greener fields, determined to strike out for himself. What's the name for that? What do you call a man who keeps entering new races to find out how fast he can run?

Ben was the kind who'd be sitting near the fireplace and suddenly say to himself: "Wouldn't it be better if we could get the fire out *into* the room?" Then he'd go ahead and invent a stove.

Or, while taking off his regular glasses to put on his reading glasses, he'd think: "Wouldn't it be better if both glasses were in one frame?" Then he'd go ahead and invent bifocals.

Or he'd see a grocer climbing up a ladder to get a package on the top shelf. "Wouldn't it be better," said Ben,

"if you had a thing on a long pole to reach up with?" And then he'd invent one. What do you call that? What's the name for a man who's always asking, "Wouldn't it be better if . . ."—and then goes ahead and does it?

Ben did a thousand things, and did them all well. But it wasn't until years after he was born that we found a word to describe him. The people of the Colonies, with help from Ben, decided to stand up tall and go it on their own. Then we knew the name for men like Ben. The name was "American."

America had to be invented to make room for people like Benjamin Franklin—stand-up-for-themselves people, find-a-better-way people, people with a non-stop motor buzzing inside of them. And where is Ben today?

Go out and watch a new building going up anywhere in America, growing from earth to sky almost before your eyes. Go to a laboratory where a man works late, fighting on behalf of all men against a germ he can't see. Go to the great factories, where cars and toasters and thermostats and deep-freezers bloom in such profusion that nearly everybody can live like the rich. Can anyone doubt there's a lot of Ben around the place still?

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College, in the minds of many, is a beautiful campus — green lawns and trees and ivy covered buildings. But it takes more than these things to make a college. It takes people with a purpose, with a desire for study in the higher branches of knowledge. A college is an institution for special, professional instruction.

Twenty-five years ago forward looking leaders of the life insurance industry founded the American College of Life Underwriters. Its campus, seen by but very few of its thousands of students, is in Philadelphia. Its classrooms are in all the States, in Canada and Hawaii, on the decks of the U.S.S. Midway and even in Singapore.



Dedicated to enhancing the professional stature of the career life underwriter, the American College of Life Underwriters has a three-fold objective:

- 1) Promoting research and the publication of studies in life insurance and other fields related to functions of the life underwriter*
- 2) Promoting life insurance education in colleges and universities throughout the country*
- 3) Serving as a professional educational organization to guide and advise the study of groups and individual life underwriters, to give examinations in the field of life insurance marketing, and to award the professional designation of Chartered Life Underwriter*

The coveted C.L.U. designation is a common goal of the College's students. Long a leader in life insurance education, New York Life is proud of its 208 men and women — leading members of our field force, branch office managers and home office executives — who are Chartered Life Underwriters. More than 300 others are currently enrolled in the program.

New York Life joins with others in life insurance in paying high tribute to the American College of Life Underwriters in its Silver Anniversary year.

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